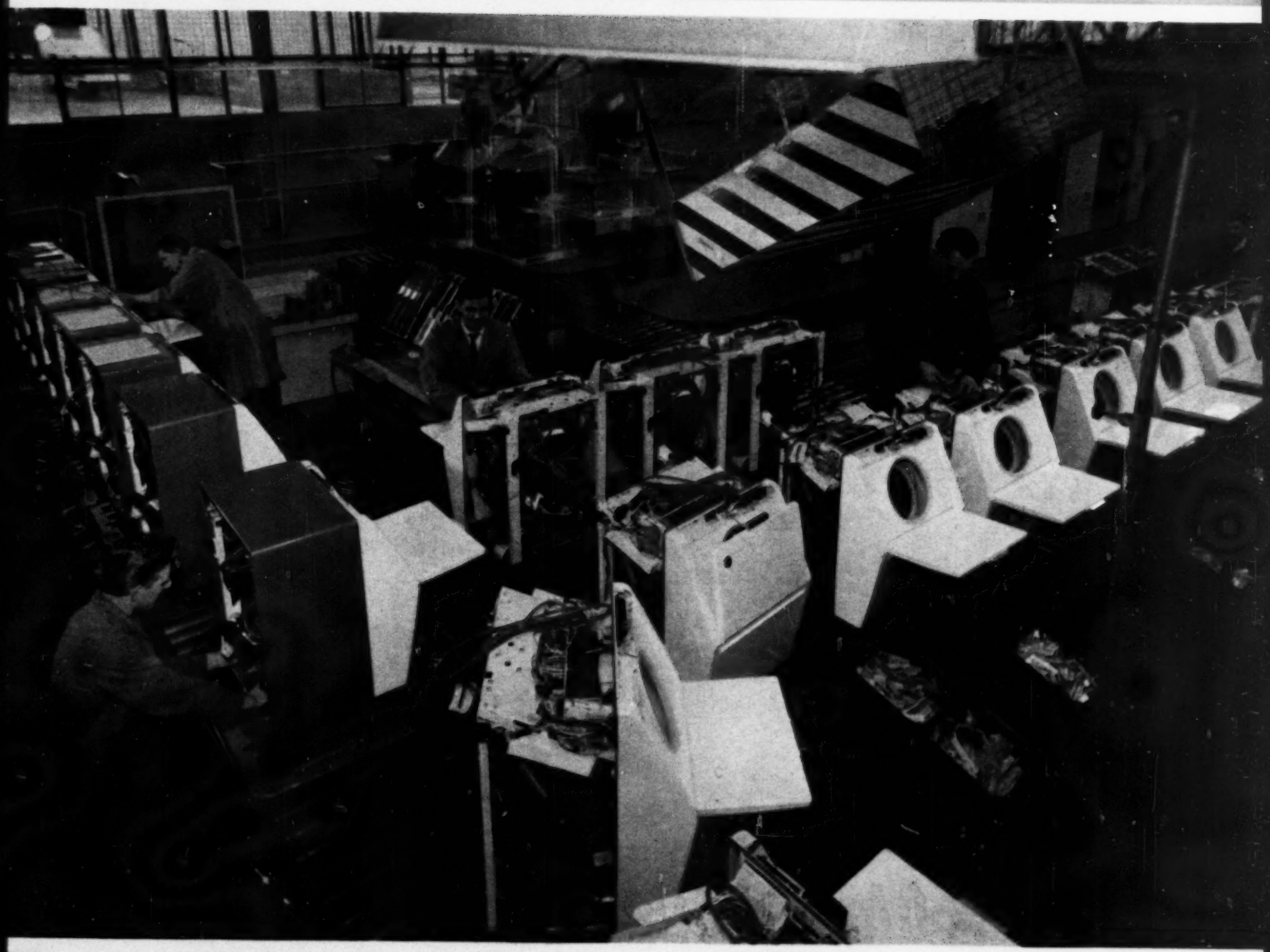
Board of Trade Journal

Volume 184, No. 3444

22 March 1963



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A Service for U.K. Exporters

85,000 Volumes of Statistics in Board of Trade Special Library

Have you ever wanted to know the average weight of a camel, because you have a contract for shipping camels? Or how many Moslems there are in Nigeria, because you export fezzes? Or how many doctors there are in Switzerland, so that you know how many sets of advertising literature to print? Or how many tractors your principal foreign competitors sent to Ceylon last year?

THESE are just a sample of the questions which exporters have answered successfully by consulting the Statistics and Market Intelligence Library of the Board of Trade. Although the library exists mainly to serve the Board of Trade and especially its Statistics Division and its Export Services Branch, it has been open to the public for many years. Over 3,000 visits a year are paid by representatives of industry, commerce, market research organizations and others who need basic up-to-the-minute information on foreign and Commonwealth countries.

In the last few months the library has been reorganized and moved to more modern and extensive premises. A special reading room has been provided for public use and can seat 40 readers at specially designed tables. There is a special noise-proof room where visitors use their own calculating machines and typewriters. And visitors who don't wish to copy out their own figures can obtain photo-copies at low prices.

The library's 85,000 volumes of overseas economic statistics make it one of the two or three largest libraries in the world in this field. It collects the latest monthly and annual statistics of imports and exports for every country. Statistics of production, distribution, employment and prices come from every country which produces them. Market research workers find the comprehensive collection of general statistical abstracts and of censuses of population of fundamental importance to them. Most of the important monthly, quarterly and annual publications are obtained by air-mail direct from the publishers.

Although only the subjects mentioned above are covered comprehensively, general statistical information is available for most countries on such topics as agriculture, shipping, energy, finance and migration which may be of interest to exporters. In all these fields, non-official publications are collected to supplement official sources.

A particularly valuable class of statistics is that produced by international bodies, and the library collects these comprehensively. The United Nations and its regional organizations such as the Economic Commissions for Europe, for Africa, for Latin America, and for Asia and the Far East produce an extensive range of useful material. In more limited fields are the publications of the Food and Agriculture Organization, the International Labour Organization, and the International Monetary Fund. The statistical publications of the Organization for Economic Co-operation and Development and of the European Economic Community are also important.

Recent publications in most frequent demand are shelved in the reading room, but earlier years and also publications not in frequent demand are quickly available from the library stack and stores. Research workers will wish to note that the trade statistics of Commonwealth countries prior to 1930 have been transferred to the State Paper Room of the British Museum, while those for foreign countries between 1920 and 1930 are in process of transfer. To

WEST GERMAN TRADE SUPPLEMENT

An 84-page supplement on 'Trading With West Germany' is published in today's issue of the *Board of Trade Journal*. The statistics of two-way trade given on pages 57-60 of the supplement are an example of the kind of material available in the Statistics and Market Intelligence Library referred to in this article.

A section of the Statistics and Market Intelligence Library of the Board of Trade.

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Front Cover Photograph

Final adjustments being made to Keymatic washing machines destined for export to Western Germany at Hoover Ltd's Merthyr Tydfil, Glamorgan, factory. In 1962 more than 40 per cent. of the firm's total production was exported to some 100 overseas countries. (*An 84-page supplement on* **Trading with West Germany** *is published in this issue.*)

supplement the foreign material the library also holds sets of all the principal series of United Kingdom economic statistics.

The staff of the Statistics and Market Intelligence Library are available to help readers find material wanted, but do not themselves extract figures. Statistical advice can be obtained from the Foreign and Commonwealth Section of the Statistics Division of the Board which is housed in the same building as the library. This Section will also undertake extraction work for firms who do not wish to do this work themselves on payment of the cost of the staff time involved. Inquiries and requests for work to be done should be addressed to Foreign and Commonwealth Section, Statistics Division, Hillgate House, 35 Old Bailey, London, E.C.4.

Trade Information

Not all market information is statistical, and in addition to the 85,000 volumes of statistics the library has a large collection of foreign trade and telephone directories. These are also available for easy reference on the shelves of the reading room. Many of these directories are general trade directories for particular countries, and their classified trade sections give valuable lists of foreign manufacturers and importers.

It must be accepted, however, that few general trade directories are complete in their coverage. But who today hears of manufacturers not on the telephone? So the hundreds of telephone directories are nearly all of the classified type and provide an invaluable alternative to the general trade directories as well as providing actual telephone numbers when required. The collection of overseas directories, although large, is still in process of being expanded, and new titles are constantly being added.

To supplement the names and addresses of foreign firms the library is also building up a collection of foreign manufacturers' catalogues. These are available for reference in the library and for loan to any firm in the country which would like to borrow them. Although there are already several thousand catalogues in the collection, this is obviously a relatively small proportion of those available. So the library will make every effort, through the Board's overseas officers, to obtain any particular firm's catalogue which is asked for.

The Statistics and Market Intelligence Library is at Hillgate House, 35 Old Bailey, London, E.C.4, and is open to the public from 9 a.m. to 5.30 p.m. Mondays to Fridays. Its telephone number is City 5757, and general inquiries should be made to Extension 368. (Telex 25977 BOTHILLGATE.) Although the library contains so much information of value to the exporter, its collections represent only a small part of the information available through the Board's Export Services Branch, which is also housed in the same building and which should be consulted on all general export matters.

Indian Trade Delegation at Board of Trade

A TRADE DELEGATION from the Indian Engineering Export Promotion Council, led by Mr. S. L. Kirloskar, had discussions at the Board of Trade on March 14.

In the course of the discussions the delegation emphasized the importance of co-operation between British and Indian manufacturers in developing world markets, particularly in those products the chief costs of which arise from the use of skilled labour.

The delegation also stressed the desirability of co-operation to their mutual advantage between Indian manufacturers and British merchant houses.

Notes:

The delegation is on a tour of Western Europe and have already visited Italy, W. Germany, Holland, Belgium and France. They are in this country until March 23 and will be visiting Coventry and Birmingham.

Mr. S. L. Kirloskar, Leader of the delegation, is Chairman of the Kirloskar group of industries in West and South India.

Anglo-Danish Talks on Agriculture

ON MARCH 14 Danish Ministers visited London to initiate talks with British Ministers about trade in agricultural goods. These talks follow from the decisions taken by the EFTA Ministers at their meeting in Geneva on February 18 and 19 (see *Board of Trade Journal* issue of March 1, page 498).

President on Developing EFTA

THE NEED to develop the potentialities of the European Free Trade Association was stressed by Mr. Frederick Erroll, President of the Board of Trade, when he spoke at the 50th anniversary dinner of the British Chamber of Commerce in Lisbon on March 15.

'The breakdown of the Brussels negotiations is not seen in Britain as a reason for turning our backs on Europe, or for relaxing in any way our efforts to increase our exports to all parts of the European market,' he said. 'It has, however, emphasized the need for further developing the potentialities of the European Free Trade Association.'

It was in this context that the EFTA Ministerial Council decided last month that a programme of action should be worked out in Geneva for accelerating the elimination of duties in EFTA on industrial goods beyond last Autumn's reduction to 50 per cent. There were also to be discussions in EFTA on trade in agricultural products, and a study of the possible scope for closer co-operation between member states on other aspects of economic and technical matters.

'I am confident that this work will give further impetus to the growth of trade within EFTA, and not least to Anglo-Portuguese trade, with which you are more especially concerned,' the President said. 'You will know that certain suggestions for strengthening and developing EFTA were put forward at the Council meeting last month by our chairman, H. E. Dr. Correia de Oliveira, and these proposals are now being very carefully considered.'

Within the EFTA partnership, the trade links between Britain and Portugal were of particular importance, perhaps more so than the figures of imports and exports would suggest.

Speaking of Anglo-Portuguese trade, the President said that not only did we now sell to Portugal and her Overseas Territories some £40 million worth of our goods every year, and take from her about £22 million in return, but we had also invested at least £90 million in commercial enterprise in Metropolitan and Overseas Portugal. This was being added to all the time. Any future applications from British manufacturing or commercial firms who wish to establish subsidiaries in Portugal would be considered very sympathetically.

Opportunities for British Manufacturers in Australia

'Why you should be a member' is the title of the latest booklet published by the Australian Association of British Manufacturers. It contains a foreword by Mr. Frederick Erroll, President of the Board of Trade, and describes the Association's activities and services. Copies free from the Association at 42 Leicester Square, London, W.C.2.

Industrial Marketing Research

An analysis of the techniques and mechanics of research and management is contained in a recent publication entitled 'Industrial Marketing Research'. Copies: Hutchinson and Co. (Publishers) Ltd., Great Portland Street, London, W.1. Price 45s.

The Challenge of National Productivity Year

SPEAKING of the national objective of a rate of growth of 4 per cent. a year, Mr. Frederick Erroll, President of the Board of Trade, told members of the Drapers' Chamber of Trade at a lunch in London on March 19 that this would only be achieved if we used all our resources, including our channels of distribution, as effectively as possible.

'We must aim at increasing efficiency in all sectors of the economy; in the factory, on the farm, in the office and in the store,' he said. 'It is no use our producing excellent goods by most efficient methods if when these goods reach the retail outlet the way in which they are sold is cumbrous and out of date. This only results in the efforts of efficient designers and producers going to waste. It can also mean a dissatisfied customer.

'Therefore National Productivity Year is a challenge to us all to put behind us outmoded ideas and to give the excellent goods we can produce the sort of treatment they deserve. You are, I know, giving a great deal of thought and expending a great deal of effort in working out ways in which you can play your part. I hope that the result of these efforts will be not only an increase in the national output and better service for the customer, but also greater prosperity for yourselves.'

Future Developments in EFTA

THE BROAD LINES visualized for EFTA's future development – elimination of intra-EFTA tariffs during 1966, economic and technical co-operation between member states, and arrangements concerning farm and fish products – are embodied in the mandate given by Ministers to their permanent delegations to EFTA. An account of this by the Secretary-General, Mr. F. E. Figgures, is the leading item in the March number of the *EFTA Bulletin*. The texts of the communiqués issued after the Ministerial meetings of the EFTA and Finland-EFTA councils are quoted alongside.

Other features this month include a report on the Nordic Council meeting in Oslo, a survey of the growth of the electricity industry in Europe, and an article on transport that explores the relationship between types of terrain and construction costs.

EFTA's trade structure, broken down into countries and commodity groups, is shown in a two-page table. Copies may be obtained free from the Publications Division, Central Office of Information, Hercules Road, London, S.E.1. Tel. Waterloo 2345.

Council of Industrial Design Appointments

MR. FREDERICK ERROLL, President of the Board of Trade, has reappointed Sir Duncan Oppenheim as chairman of the Council of Industrial Design on the expiry of his present term of office. The President has similarly reappointed Mr. R. S. Falk, Mr. W. L. Mather, Mr. Alastair Morton, and Mr. P. F. D. Tennant as members of the Council for a further period, and has appointed Mrs. Mary Adams, the Baroness Burton of Coventry, Mr. T. Mervyn Jones, Mr. A. G. Norman, and Mr. R. L. Wills as new members of the Council.

NOTICE TO JOURNAL READERS AND ADVERTISERS

The *Board of Trade Journal* is published weekly by H.M. Stationery Office, price 1s. 3d. (Annual Subscription £3 18s. 0d. including inland or surface but not air postage) and is obtainable directly from the following addresses: York House, Kingsway, London, W.C.2; 423 Oxford Street, London, W.1; 13A Castle Street, Edinburgh, 2; 39 King Street, Manchester; 35 Smallbrook, Ringway, Birmingham, 5; 109 St. Mary Street, Cardiff; 50 Fairfax Street, Bristol, 1; 80 Chichester Street, Belfast; or through any bookseller.

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Subscriptions and Sales Inquiries should be addressed to the publishers at any of the above addresses.

Editorial Communications should be addressed to the Editor, *Board of Trade Journal*, Room 2410, Board of Trade, Horse Guards Avenue, London, S.W.1. (Tel. Trafalgar 8855, Ext. 2192). Address for telegrams and cables 'Boneblack, London.'

The views expressed in contributions to the Journal emanating from other than official sources are not essentially those of H.M. Government.

Advertisements. Inquiries from the London Postal Area concerning the insertion of advertisements should be addressed to H.M. Stationery Office, Room D.84, Atlantic House, Holborn Viaduct, London, E.C.1. (City 9876, Ext. 147). Inquiries from other parts of the United Kingdom should be addressed to Cowlishaw and Lawrence (Advertising) Ltd., Memorial Hall Bldgs., 16 Farringdon St., London, E.C.4. (Tel. City 3718).

The Government accepts no responsibility for any of the statements in the advertisements and the inclusion of any particular advertisement is no guarantee that the goods or the service advertised herein have official approval.

Reprints of Articles. Reprints from the *Board of Trade Journal*, which should be ordered within one week of publication, cost £3 0s. 0d. per page (or part) for 250 copies. (Larger quantities 5s. 0d. per page for each additional 125 copies.)

Orders and remittances for reprints should be addressed to the Director of Publications (P.2), H.M. Stationery Office, Atlantic House, Holborn Viaduct, London, E.C.1. Cheques should be made payable to H.M. Paymaster-General.

'Fruitful Possibilities' for Anglo-French Trade

—Mr. Alan Green.

ADDRESSING DELEGATES and guests at a luncheon given on the occasion of the export conference of the British Chamber of Commerce in Paris on March 14, Mr. Alan Green, Minister of State, Board of Trade, said that on the direct issue of Anglo-French trade he saw grounds for optimism by both parties to any given contract. The French economy had made great progress in recent years. France as a market was sophisticated and selective – only the best would do. The same adjectives applied to Britain as a market. French import restrictions now only covered a relatively small number of items and Britain imposed virtually no bars of this kind to French traders.

'Fruitful possibilities for trading are therefore open both ways between our countries,' said the Minister. 'I do not presume to suggest to French exporters how to approach their British customers, perhaps I may say a word to British traders looking towards France – "For mercy's sake, come here and study this market for yourself. Do the sensible, civilized thing; address your French customer in French. He will address you in English, if he wishes to initiate business with you" – In other words take trouble, this is a market in which the taking of trouble is rewarding to the supplier and to the supplied. Every year a substantial number of British people come to France for holidays, for business or for general western purposes. Every year there is the same sort of traffic for the same continuing reasons by French people to Britain. Every year more people are a little more informed about each others circumstances, hopes, fears and ambitions. I welcome this process and I want to promote it – both ways,' he added.

He said because he wanted to promote it he accepted the fact that British business men who sought to do business in this 'virile country' had to make a greater effort than ever before to study the market requirements of the French people, just as French businessmen would wish to study and to meet our requirements. No one could do that successfully if his methods really were insular.

£14m. Increase in British Electrical Exports in 1962

BRITISH ELECTRICAL products exported during 1962 reached a new record of £332·6 million, an increase of £14 million or 4·4 per cent. over 1961. Electrical and allied products now represent 10·4 per cent. of all manufactured goods exported from Britain. This was stated in the annual report, published on March 14, of the British Electrical and Allied Manufacturers' Association.

Since 1954, stated the report, the industry's exports had risen by £114 million, or nearly 50 per cent., and during the last three years some £50 million had been added to the total.

Last year's record exports total included £162 million to the Commonwealth and South Africa and £107 million to Europe. Orders in recent months had included railway electrification equipment for India, transmission systems for Nigeria, power plant and broadcasting equipment for South Africa, generating plant and furnaces for Yugoslavia, electrical marine equipment for Japan, and electrical pumping equipment for Sweden.

At a press conference in London to introduce the report, Mr. Stanley Steward, Director of the Association, commenting on the breakdown of the Brussels negotiations, said: 'Membership of the Common Market on balance would have been of advantage to the British electrical industry, but with our world-wide exports and technical leadership in many fields, the opportunities elsewhere are immense. With domestic appliances, for instance, we have been successful in expanding our exports to Europe despite the tariff barriers, and there is no reason why this should not continue. The opportunities in the EFTA countries for the electrical industry are considerable.'

Inquiries for copies of the report to: BEAMA, 36 Kingsway, London, W.C.2. (Tel. Holborn 0502).

Good Industrial Relations in North-East

'FOR SOME TIME PAST the record of the North-East in industrial relations has been an excellent one. Last year was no exception. I hope that industrialists who contemplate moving to the North-East will note this. There are many lessons in industrial relations that other parts of the country can usefully learn from here.' – *Mr. John Hare, Minister of Labour, at a British Employers' Confederation luncheon in Newcastle-on-Tyne on March 14.*

Lord Mayor of London Honours Exporters

Mr. Alan Green, Minister of State, Board of Trade (right), with other guests at the 'Export Achievement' lunch given by Sir Ralph Perring, Lord Mayor of London (left) at the Mansion House, on March 15. This was the second luncheon given by the Lord Mayor to honour representatives of firms who have been successful in helping the export drive. Also in the picture are Mr. W. J. Price of AEI (second left), Mr. Barry Ercolani of Ercol Furniture Ltd. (centre) and Commander Whitehead of Schweppes Ltd. (second right).

British Bankers Lend £3 million to Increase Anglo-Colombian Trade

TENNANT GUARANTY LTD., acting jointly with J. Henry Schroder Wagg & Co. Ltd., the London merchant bankers, are to provide up to £3 million credit to aid Colombian imports from Britain. Under an agreement between Tennant Guaranty and the Banco de la Republica, Bogota, Tennant, with Schroder Wagg's co-operation, will provide credit facilities to the Bank for a maximum period of five years.

The arrangement will apply to orders placed during 1963 by Colombian importers with firms in the United Kingdom for capital and semi-capital goods manufactured in Great Britain and Northern Ireland.

It is hoped that the agreement will facilitate the granting of import licences for goods of British manufacture and that consequently it will strengthen commercial relations between Colombia and Great Britain to the benefit of the two countries.

Annual Report on the Monopolies and Restrictive Practices Acts

THE BOARD OF TRADE'S Annual Report on the operation of the Monopolies and Restrictive Practices Acts, 1948 and 1953, was published on March 15 by H.M. Stationery Office, Kingsway, London, W.C.2, and branches. Price 8d., by post 10½d.

The Report includes a summary of the work and expenditure of the Monopolies Commission during 1962.

Misuse of Food Additives

A JOINT EXPERT COMMITTEE of the Food and Agriculture Organization and the World Health Organization has warned against the use of food additives to disguise faulty processing or to deceive consumers as to the nature or quality of food

The committee, which met in Rome last month, drew up specifications for the purity and identity of certain groups of food additives now being used around the world. It evaluated the toxicity of these and recommended maximum daily intakes for each. Its findings on these topics will be published later this year.

Economic Survey of Italy

'Italy' is the subject of the latest economic survey published by the Organization for Economic Co-operation and Development (OECD). Copies: H.M. Stationery Office, P.O. Box 569, London, S.E.1. Price 3s.

Marking of Imported Watch Straps

THE BOARD OF TRADE have been advised by the Standing Committee (General Merchandise), set up under the Merchandise Marks Act, 1926, that the Merchandise Marks (Imported Goods) No. 1 Order, 1939, should be varied so as to require imported goods of the following descriptions to bear an indication of origin at the time of importation and sale and exposure for sale (including exposure for sale by a person being a wholesale dealer) in the United Kingdom:

> Straps, wristlets, bands, cordettes and similar articles ordinarily worn with watches, whether or not requiring any further process of manufacture or assembly, but not including those made wholly or mainly of metal.

This recommendation is contained in the report of the Standing Committee, published on March 14, as Cmnd. 1969. Copies of the report are available from H.M. Stationery Office. Price 8d. By post 10½d.

Notices about the reference of this matter to the Standing Committee were published in the *Board of Trade Journal* on October 27, 1961, page 865, and April 20, 1962, page 853.

Note: Representations to the Board of Trade regarding the marking of imported goods are referred to the Standing Committee (General Merchandise). An affirmative recommendation of the Committee, if accepted by the Board of Trade, is put into effect (subject to approval by Parliament) by means of an Order in Council.

The Chemical Industry in Western Europe

THE STATE of production and trade in the chemical industry in Western Europe is shown in *The Chemical Industry, 1961-1962*, a report issued by the OECD on March 6, 1963.

The report deals separately with the 1961 achievements in the chemical industry of the United States where, as in Europe, chemical production is increasing faster than industrial production in general. Turnover and production in the chemical industry in both Western Europe and the United States slowed down in 1961 compared with previous boom years, however. The rate of expansion of imports and exports in Western Europe was lower in 1961 than in 1960. Imports in the United States remained steady and exports showed a 3 per cent. increase over 1960.

Trade in chemical products among the members of the EEC showed a marked rise. This trade accounted for 71 per cent. of EEC imports from the European members of OECD, compared with 67 per cent. in 1960.

The OECD report describes the situation in the chemical industry both in 1961 and the first six months in 1962 for Europe and North America. It analyses supply and demand, value added, employment, investment, price trends, and international trade in chemical products. Separate chapters deal respectively with petroleum chemicals, dyestuffs and plastics. Many statistical tables and graphs illustrate the report; and for the first time statistical tables on petroleum chemicals are included. Copies are available now from H.M. Stationery Office at 15s. each, 15s. 10d. including postage.

Britain Increases Vehicle Exports to Finland

THE FOLLOWING is an extract from a recent issue of the *Helsingin Sanomat*, a reputable Finnish daily newspaper:

> 'In 1962, 25,630 units produced by the British motor industry were registered in Finland (including private cars, vans, buses, tractors and lorries), as compared with 23,435 registered in 1961. Thus British motor vehicles increased their lead over the products of other countries. The corresponding figures in the case of West Germany—the second largest importer—were 19,139 and 18,983 respectively . . .
>
> 'In lorries (1961 figures in brackets) Britain leads with 2,795 (2,886). West Germany is the second with 1,168 (1,220) and Sweden third with 1,104 (1,083). In tractors, Britain continues to occupy a leading position, for the number of British tractors registered in Finland last year was 10,473 (11,591). Finland with 2,496 (1,808), West Germany with 704 (1,232) and France with 640 (37) came next.'

Courses on Export Techniques

TO MEET the new export challenge following the breakdown of the Brussels negotiations, the Sundridge Park Management Centre in Kent is introducing a series of one-week residential courses on Export Techniques. The courses – the first of which begins on June 10 – are intended for firms entering the export field for the first time or requiring a 'crash' programme of export staff expansion. The fee will be £65. Further information: Director, Sundridge Park Management Centre, Bromley, Kent. (Tel. Ravensbourne 9821).

Business Monitor: Production Series

THE FOLLOWING titles and issues of Business Monitor Production Series are now available, and copies may be obtained by annual subscription from H.M. Stationery Office, P.O. Box 569, London, S.E.1:

Monthly at £1 a year, post free:

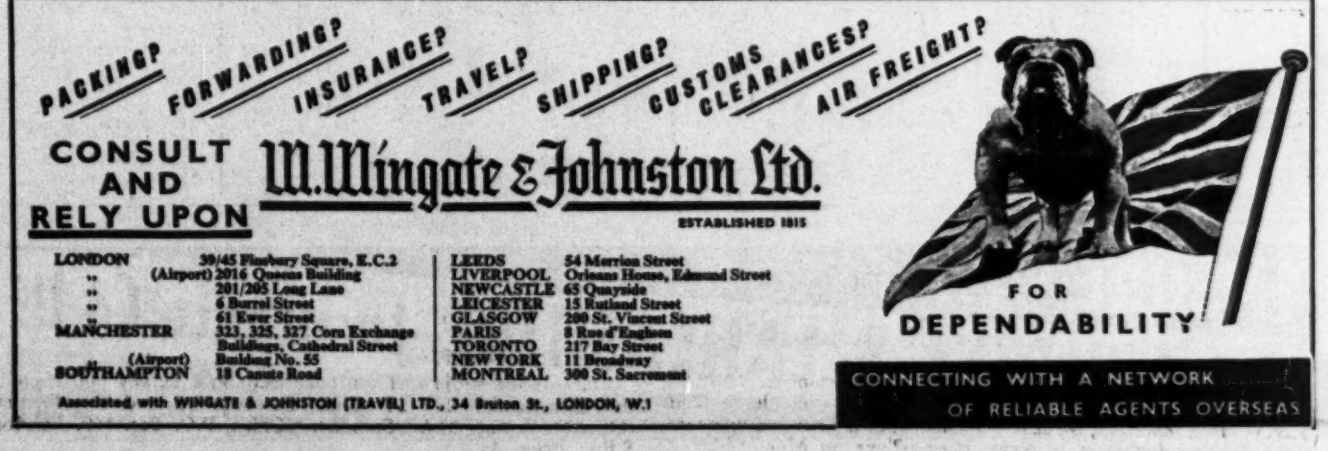
Salt for October 1962.
Trailers for November 1962.
Locomotives for December 1962.
Office Machinery for December 1962.
Pottery and Electrical Ware for December 1962.
Refrigerating Machinery for December 1962.
Clothing for January 1963.
Tractors for January 1963.

Quarterly at 7s. 6d. a year, post free:

Cutlery for October – December 1962.

Economic Intelligence Sources

'Economic Intelligence Sources', a survey of publications containing statistical and economical information, has been published by the British Engineers Association, 32 Victoria Street, London, S.W.1. Price 12s. 6d.



The Economy—Selected Indicators

Series expressed as index numbers and seasonally adjusted except where otherwise shown

	GROSS DOMESTIC PRODUCT (expenditure estimates)	INDEX OF INDUSTRIAL PRODUCTION	CONSUMERS' INCOME AND EXPENDITURE				FIXED CAPITAL EXPENDITURE					CHANGES IN STOCKS			
			Personal disposable income	Total consumers' expenditure		Retail sales	Total	Selected components				Total	Selected components		
								Manufacturing industry	Distributive and service industries	Dwellings	Public sector excluding dwellings		Manufacturing industry	Wholesalers	Retailers
	at 1958 prices		at current prices		at 1958 prices	at 1957 prices	at 1958 prices					at 1958 prices			
Base of index	1958	1958	1958	1958	1958	1957	1958	1958	1958	1958	1958	series shown in £ million			
Value in base year, £ m.	19,991	—	16,050	15,232	15,232	7,637	3,493	922	699	591	1,205				
1958	100	100	100	100	100	101	100	100	100	100	100	+ 99	+ 36	+14	+16
1959	103	105	106	105	104	105	108	94	114	113	109	+173	+ 73	+15	+48
1960	108	112	114	109	108	108	118	110	124	129	114	+590	+520	+48	+35
1961	111	114	121	114	109	111	128	130	132	136	122	+292	+230	+36	+ 5
1962		115*				111		114*	123*				+ 55*	—10*	+39*
1961															
3rd Quarter	111	115	121	115	109	111	133	135	139	139	126	+ 29	+ 53	— 8	—24
4th Quarter	111	113	122	115	109	111	127	130	128	139	118	+ 54	+ 64	— 1	—11
1962															
1st Quarter	109	113	123	116	109	111	126	122	118	134	127	— 18	— 32	—16	+32
2nd Quarter	112	116	125	120	111	110	128	120	129	139	130	+ 40	+ 32	—10	—12
3rd Quarter	112	117	127	120	111	112	128	111	131	145	128	+ 68	+ 34	+20	Nil
4th Quarter		115*				112		104*	113*				+ 21 *	— 4*	+19*
1962															
July	..	116	..	..	..	110	..	..	..	..	..	..	..	..	..
August	..	117	..	..	..	113	..	..	..	..	..	..	..	..	..
September	..	117	..	..	..	113	..	..	..	..	..	..	..	..	..
October	..	115	..	..	..	111	..	..	..	..	..	..	..	..	..
November	..	116	..	..	..	113	..	..	..	..	..	..	..	..	..
December	..	115*	..	.	..	112	..	..	..	..	..	..	..	..	..
1963															
January	.	..	..	..	..	112	..	..	..	..	..	..	..	..	..

	ORDERS		PRICES AND COSTS					LABOUR						IMPORTS	EXPORTS	BALANCE OF PAYMENTS: current balance
	Engineering industries: orders on hand†	Textiles and clothing industries: orders on hand†	Index of retail prices		Wholesale price index: non-food manufacturing industry		Hourly wage rates: all industries and workers†	Wholly unemployed excluding school-leavers			Unfilled vacancies for adults					
			Index†	% change on year earlier	Basic materials and fuel used†	Manufactured products: home sales†		Mid-month or monthly average†	Change from previous period†	Normal seasonal change	Mid-month or monthly average†	Change from previous period†	Normal seasonal change	at current prices		
	at 1958 prices															
Base of index	Dec. 1958	Apr. 1959	Jan. 17, 1956 (Derived series from January, 1963)		1954	1954	Jan. 31, 1956	series shown in thousands						1958	1958	series shown in £ million
Value in base year, £ m.	..	..	—		—	—	—							3,748	3,176	
1958	100	..	109·0	+3·0	102·8	113·4	114·3	402	+113	..	136	—49	..	100	100	+328
1959	101	135	109·6	+0·6	103·4	114·3	117·4	433	+ 31	..	157	+21	..	106	105	+111
1960	117	136	110·7	+1·0	104·5	116·0	122·5	337	— 96	..	212	+55	..	121	112	—301
1961	120	104	114·5	+3·4	104·4	119·1	130·3	305	— 32	..	213	+ 1	..	117	116	— 77
1962	117*	100*	119·3	+4·2	103·0*	120·6*	136·2	419	+114	..	149	—64	..	120	119	
1961																
3rd Quarter	124	107	115·3	+4·2	104·6	119·4	130·7	262	— 20	—34	236	— 5	+ 7	115	117	+ 12
4th Quarter	120	104	116·6	+4·3	103·4	119·6	132·3	339	+ 77	+49	175	—61	—32	115	115	— 2
1962																
1st Quarter	121	98	117·7	+4·7	104·0	120·2	133·7	408	+ 69	+42	150	—25	— 7	117	116	+ 9*
2nd Quarter	120	99	120·2	+5·6	103·3	120·3	135·6	387	— 21	—57	172	+22	+32	120	121	+ 37*
3rd Quarter	119	92	119·7	+3·8	102·2	120·8	137·3	390	+ 3	—34	156	—16	+ 7	123	121	— 13*
4th Quarter	117*	100*	119·6	+2·6	102·5*	121·1*	138·3	491	+101	+49	120	—36	—32	120	120	
1962																
July	119	95	120·4	+5·1	102·6	120·6	137·0	371	+ 3	—15	167	—12	+ 4	126	123	..
August	119	93	119·4	+3·2	102·0	120·8	137·3	392	+ 21	+ 9	154	—13	— 8	124	117	..
September	119	92	119·3	+3·3	101·9	121·1	137·5	407	+ 15	+13	147	— 7	— 8	120	123	..
October	119*	98*	119·1	+2·9	102·1	121·1	137·6	456	+ 49	+26	131	—16	—11	124	127	..
November	118*	101*	119·6	+2·3	102·6	121·1	138·5	497	+ 41	+18	118	—13	—14	118	115	..
December	117*	100*	120·2	+2·6	102·9*	121·0*	138·8	520	+ 23	— 1	110	— 8	—12	117	119	..
1963																
January		100*	120·7	+2·7	103·6*	121·0*	139·1	605	+ 85	+41	108	— 2	— 1	116	117	
February					103·6*	121·0*		647	+ 42	+ 2	110	+ 2	+ 6	122*	121*	

† NOT seasonally adjusted. * Provisional.

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Provisional Figures of U.K. Trade in February

Recorded Values (Table A)

UNITED KINGDOM exports in February were valued at £314·1 million, imports at £353·8 million, and re-exports at £13·0 million.

Seasonally Adjusted Values (Table B)

After eliminating normal seasonal variation, United Kingdom exports in December, January and February were 2 per cent. less than in the three months September, October and November and about the same as the average for the year 1962.

On the same basis, imports were 2 per cent. less in December-February than in September-November and 2 per cent. less than the average for the year 1962.

Seasonally adjusted monthly average re-exports in December, January and February amounted to £13 million, the same figure as in September-November and in the year 1962 as a whole.

United Kingdom Trade

A. Recorded Values — £ million per month

	Exports f.o.b.	Imports c.i.f.	Re-exports f.o.b.
1961	306·8	366·3	13·2
1962	316·0	374·3	13·1
1961 4th Quarter	312·0	359·9	13.0
1962 1st Quarter	310·7	375·0	12·7
2nd Quarter	327·2	374·9	14·4
3rd Quarter	300·6	368·6	11·2
4th Quarter	325·4	378·8	14·3
1962 September	284·9	343·4	10·5
October	346·7	412·8	14·7
November	315·8	384·4	14·0
December	314·3	346·8	14·0
1963 January	320·0	398·7	11·4
February*	314·1	353·8	13·0

B. Seasonally Adjusted Values — £ million per month

	Exports f.o.b.	Imports c.i.f.	Re-exports f.o.b.
1961 4th Quarter	304	359	13
1962 1st Quarter	306	365	12
2nd Quarter	319	373	14
3rd Quarter	320	385	12
4th Quarter	318	374	14
1962 September	325	374	12
October	336	388	13
November	304	370	15
December	315	365	14
1963 January	309	361	11
February*	321	380	14
September-November	321	377	13
December-February*	315	369	13

* Provisional.

Note:

Trade Account figures of imports and exports differ from those for visible trade in the balance of payments, where imports are entered f.o.b. and insurance and freight, in so far as they are paid abroad, are included in invisible expenditure.

United Kingdom Imports in the Past 50 Years

'A Study of United Kingdom Imports', the outcome of a programme of research by the National Institute of Economic and Social Research, describes the trend of imports during the past 50 years and is based principally on a detailed examination of the four major groups – food, raw materials, fuels and manufacturers. Copies: Cambridge University Press, Bentley House, 200, Euston Road, London, N.W.1. Price 55s.

Dairy Produce, 1962

The Commonwealth Economic Committee have issued a review of production, trade, consumption and prices relating to butter, cheese, condensed milk, milk powder, casein, eggs, egg products and margarine entitled 'Dairy Produce, 1962.' Copies: H.M. Stationery Office. Price 7s. 6d. By post 8s. 1d.

Foreign service – in Southampton

For many years our service to customers and others interested in foreign trade has been available at four provincial foreign branches as well as at our two foreign branches in London. Now, with the opening of a new foreign branch at Southampton this decentralisation is carried a stage further.

Southampton is the first of eight such offices we shall be opening; every kind of foreign business will be conducted there, and the Manager, like his colleagues in the other foreign branches listed below, will spend a good part of his time visiting businessmen in his area who have come to Barclays with their problems of export or import finance.

London: Chief Foreign Branch, 168 Fenchurch Street, EC3
West End Foreign Branch, 1 Pall Mall East, SW1
Birmingham: 61 Colmore Row
Bradford: 25 Kirkgate
Liverpool: 38 Old Hall Street
Manchester: 94 Portland Street
Southampton: Grosvenor House, Cumberland Place

BARCLAYS BANK

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Textile Statistics in January

Orders in the Textile and Clothing Industries

THE VOLUME of orders-on-hand at the end of January, 1963, in the textile and clothing industries considered as a group was at about the same level as at the end of December, 1962. Compared with a year earlier, deliveries in January were 2 per cent. less but the rate of receipt of net orders 4 per cent. more.

Textile and Clothing Industries (a)
Index Numbers of the Volume of Total Orders and Deliveries (b)

	Orders-on-hand (end of period)	Net new orders (c)	Deliveries (c)
	April 1959 = 100	Average 1959 deliveries = 100	Average 1959 deliveries = 100
1960	136	103	103
1961	104	91	99
1962	99	92	93
1962 1st quarter	98	91	96
2nd quarter	99	90	91
3rd quarter	92	83	89
4th quarter	100	103	97
1962 January	102	82	86
December*	100	81	87
1963 January*	100	86	85

(a) Wool, hosiery (and other knitted goods), made-up clothing and the spinning, weaving and merchant converting section of the cotton and man-made fibre industries.
(b) At constant (average 1958) prices.
(c) These indices have been adjusted to allow for differences in the length of calendar months but not for holidays or for any other seasonal variations.
*Provisional.

Production in the Cotton Industry

THE VOLUME of production in the Cotton industry in January was 5 per cent. less than in January, 1962.

Statistics issued by the Cotton Board show that, compared with last year, the amount of cloth woven in January was 11 per cent. less; output of single yarn was 4 per cent. less, but the amount of yarn doubled was 3 per cent. more.

Yarn and Cloth Production
(All figures are weekly averages)

	Single yarn (a)		Double yarn		Woven cloth	
	Cotton yarn (b)	Spun man-made fibre-yarns and mixture yarn, inc. waste	Cotton yarn	Other	Cotton	Man-made fibre and mixtures
	Mn. lb.	Mn. lb.	Mn. lb.	Mn. lb.	Mn. 1in. yds.	Mn. 1in. yds.
1958†	11·91	2·86	3·07	1·32	27·0	11·3
1959	11·66	2·92	3·18	1·49	24·7	11·4
1960	11·46	2·98	3·30	1·66	24·9	11·9
1961	10·66	2·55	2·82	1·52	23·8	11·7
1962	9·46	2·30	2·50	1·64	20·1	10·9
1961 December	8·78	2·07	2·42	1·32	20·3	10·9
1962 January*	9·98	2·39	2·60	1·54	22·0	11·9
February	10·40	2·48	2·81	1·60	22·8	12·2
March	10·32	2·55	2·80	1·68	22·3	12·2
April	8·96	2·25	2·46	1·47	20·3	10·8
May*	10·28	2·56	2·71	1·67	22·3	11·7
June	8·87	2·19	2·43	1·54	20·7	10·7
July	7·56	1·76	2·18	1·63	13·7	8·2
August*	8·46	2·07	2·01	1·40	18·8	9·2
September	9·28	2·21	2·42	1·76	19·0	10·7
October*	10·13	2·47	2·62	1·81	20·3	11·4
November	10·34	2·49	2·69	1·90	20·7	11·5
December	8·73	2·15	2·28	1·69	17·8	9·9
1963 January	9·58	2·37	2·52	1·99	19·3	11·0

(a) Spun in the cotton industry, (b) Including yarns wholly of cotton and of cotton waste cotton yarn spun on condenser system and mixture yarns of cotton and cotton waste.
*Average of five weeks. †53-week period.

Human Relations and Industry

'Human Relations in Modern Industry' (R. F. Tredgold) outlines a psychiatrist's contribution to the problems of group behaviour under stress, leadership and training, leisure, and absenteeism which face industrialists and personnel managers. Copies: Gerald Duckworth & Co. Ltd., 3 Henrietta Street, London, W.C.2. Price 21s.

Output of the Wool Textile Industry

THE VOLUME of production in the wool textile industry in January was at about the same level as a year earlier.

Figures issued by the Wool Industry Bureau of Statistics show that, if allowance is made for the length of the working month, production of tops was 3 per cent. more than in January, 1962. Deliveries of worsted yarns were at about the same level as a year earlier, but deliveries of woven fabrics (excluding blankets) were 3 per cent. less.

Output of the Wool Textile Industry

	Consumption	Production		Deliveries			
	Raw wool (clean weight)	Tops (a)	Woollen yarn (b)	Worsted yarn	Woven fabrics (excluding blankets (c)		Blankets (b)
					Woollen	Worsted	
Quarterly average	Mn. lb.	Mn. lb.	Mn. lb.	Mn. lo.	Mn. sq. yds.	Mn. sq. yds.	Mn. sq. yds.
1958	111·1	74·2	72·0	51·6	48·7	38·5	7·1
1959	127·3	87·1	78·3	58·0	51·6	39·7	7·7
1960	120·3	79·8	75·8	61·2	49·4	42·4	7·8
1961	118·0	80·0	70·3	61·6	45·8	42·2	8·4
1962	112·1	73·7		57·3	43·9	38·1	8·2
1961 1st quarter	125·5	86·2	74·0	64·4	45·0	46·4	8·6
2nd quarter	124·5	85·5	71·0	62·7	45·8	41·0	6·5
3rd quarter	106·0	72·1	64·0	56·4	46·1	37·7	8·4
4th quarter	115·9	76·4	72·0	62·6	46·4	43·6	10·0
1962 1st quarter	121·5	80·9	75·0	60·7	40·9	43·5	8·1
2nd quarter	113·2	73·1	76·0	56·1	42·9	36·0	6·6
3rd quarter	97·4	63·9	66·0	52·4	44·4	33·0	8·1
4th quarter	116·3	76·9	73·0	60·1	47·5	39·7	10·0
1961 November	40·9	26·6	..	22·7	16·2	15·9	3·4
December	34·0	22·5	..	17·8	13·2	12·9	3·0
1962 January	42·4	27·7	..	21·4	14·9	15·3	3·1
November	40·8	27·1	..	21·3	16·8	14·0	3·6
December	34·4	23·2	..	16·6	12·6	11·7	2·7
1963 January	42·8	28·5	..	21·3	15·4	13·9	3·6

(a) Including hair. (b) Estimated. (c) Woven, woollen fabrics include fabrics which are mainly woollen by weight of components and, similarly, woven worsted fabrics include fabrics which are mainly worsted by weight of components.

(*Continued on next page*)

Retail Stocks in January

RETAIL STOCKS in January showed the usual seasonal decline, but allowing for seasonal factors, the level was the same as at the end of December.

The value at the end of January was 5 per cent. higher than a year earlier, compared with 7 per cent. in November and December of 1962.

Estimates of Changes in Total Retail Stocks
(At cost at end of month)
Index numbers (end 1956 = 100) and percentage changes on a year earlier.

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
(a) At current prices.												
1956	96	100	101	102	102	100	97	95	101	109	114	100
1957	100	105	107	109	110	107	104	103	107	117	123	107
1958	105	109	111	112	112	109	106	106	110	119	123	109
1959	108	111	112	114	115	114	111	109	114	123	129	115
1960	113	119	123	124	126	125	120	118	123	131	136	120
1961	119	124	129	131	132	131	126	124	128	136	142	125
1962	124	128	135	137	139	135	132	130	133	144	151	133
1963	130											
1961	+5	+5	+5	+5	+4	+5	+5	+5	+4	+4	+4	+4
1962	+5	+3	+5	+4	+6	+2	+4	+5	+4	+6	+7	+7
1963	+5											
(b) At constant (Dec. 1956) prices.												
1956	99	103	103	104	103	101	98	96	102	110	115	100
1957	100	104	106	108	109	106	113	102	106	115	121	105
1958	104	107	109	110	110	107	104	104	108	117	121	107
1959	106	109	110	113	113	113	110	108	112	121	127	113
1960	111	117	122	122	124	123	117	116	120	128	133	117
1961	116	121	125	127	127	126	121	118	122	129	134	118
1962	117	121	127	129	130	125	122	120	123	133	139	122
1963	121											
1961	+4	+3	+3	+3	+2	+3	+3	+2	+1	+1	+1	nil
1962	+1	nil	+2	+2	+2	—1	nil	+2	+1	+3	+4	+4
1963	+3											

(A description of the basis and construction of these estimates was given on page 1288 of the *Board of Trade Journal* of December 19, 1958.)

Sales by Wholesale Textile Houses

SALES by wholesale textile houses in January showed the usual large seasonal decrease and were at the same level as in January 1962.

Stocks held by wholesale textile houses at end January were 1 per cent. lower than a year earlier.

Analysis by Department

Percentage of Corresponding Values for 1962

	Sales (b)	Stocks (b)
	January	January
Women's knitted outerwear, blouses and skirts	97·0	87·0
Women's coats, costumes, furs and raincoats	93·4	95·4
Women's underwear	103·3	103·9
Women's hose and children's socks	110·9	102·0
Women's millinery	97·2	95·9
Haberdashery, ribbons and wool	115·7	97·5
Children's wear	98·1	88·6
Men's and boys' shirts, pyjamas and outfitting	106·5	102·7
Gloves	87·2	68·6
Piece-goods and nets	78·3	100·9
Household textiles	102·8	91·7
Floor-coverings, furniture and hardware	98·3	107·1
Grand total (a)	99·7	98·7

Notes:
(a) Including some items not included among the sub-headings.
(b) Valued at cost.

Note:

These statistics are prepared by the Wholesale Textile Association. Inquiries should be addressed to: The Secretary, The Wholesale Textile Association, 75 Cannon Street, London, E.C.4. (Tel. City 4444).

Total Sales and Stocks

Index Numbers (average 1950 = 100) and Percentage Changes Compared with a year Earlier

	Value of Sales (Total Home Trade)		Value of Stocks (at end period) (b)	
		%		%
1961 Year	107	+1	..	..
1962 Year	105	—2	..	..
1962 1st Quarter	94	—7	139	+3
2nd Quarter	98	—2	127	—2
3rd Quarter	100	—2	140	—4
4th Quarter	129	+3	113	—2
October	146	+2	129	—3
November	131	+2	127	—1
December	110	+7	113	—2
1963 January	70	nil	119	—1

Registrations of British and Foreign Films

THE FOLLOWING are details of films registered by the Board of Trade under the Films Act, 1960, during the week ended Friday, March 15, 1963.

Title of Film	Registered in the Name of	Maker's Name	Registered No.	Playing Time Minutes	Date of Registration
	BRITISH				
Look At Life Series 16:					
Crowning Glory	Rank Film Distributors Ltd.	Rank Film Distributors Ltd.	Br/E 28295	10	March 11
Sunday Thoughts Series:					
No. 4 – The Dream	" "	Religious Films Ltd.	Br/E 28296	4	March 11
No. 5 – Your Work	" "	" "	Br/E 28297	3	March 11
No. 6 – Beauty Is Skin Deep	" "	" "	Br/E 28298	4	March 11
A Woman's Privilege	Warner-Pathe Distributors Ltd.	Merton Park Studios Ltd.	Br/E 28299	29	March 11
The Cool Mikado	United Artists Corporation Ltd.	Film Productions of Gilbert & Sullivan Operas Ltd.	Br/E 28308	81	March 12
I Could Go On Singing	" "	Barbican Films Ltd.	Br/E 28302	100	March 11
Pathe News 63-21	Warner Pathe Distributors Ltd.	Associated British-Pathe Ltd.	Br/E 28004	8	March 15
Pathe News 63-22	" "	" "	Br/E 28005	9	March 15
Movietone News 1761A	Twentieth-Century Fox Film Co. Ltd.	British Movietonews Ltd.	Br/E 27951	7	March 15
Movietone News 1762	" "	" "	Br/E 27952	7	March 15
They Chose The Sea	Saxon Film Co. Ltd. " "	Jack Howells Productions Ltd.	Br/E 28314	25	March 15
Egyptian Beaches	" "	Richard Manning	Br/E 28315	20	March 15
Russian Winter	" "	" "	Br/E 28316	20	March 15
	FOREIGN				
The Sawdust Ring	Rank Film Distributors Ltd.	Sovexportfilm	F 28294	54	March 11
Tales Of Terror	Warner-Pathe Distributors Ltd.	American International Pictures Inc.	F 28300	89	March 11
Panic In Year Zero	" "	" "	F 28301	93	March 11
Experiment In Evil	Connoisseur Films Ltd.	Consortium Pathe "	F 28303	74	March 12
The Pilgrimage (Le Pelerinage)	" "	Societe C.A.P.A.C.	F 28304	22	March 12
The Telly Maniac (L' Ondomane)	" "	Les Films Arcady	F 28305	14	March 12
Tunnel 28	Metro-Goldwyn-Mayer Pictures Ltd.	Walter Wood Production Inc.	F 28306	89	March 12
Come Fly With Me	" "	Metro-Goldwyn-Mayer British Studios Ltd.	F 28307	109	March 12
Aren't We Wonderful (Wir Wunderkinder)	Contemporary Films Ltd.	Export Film Bischoff & Co.	F 28309	104	March 14
The Flight That Disappeared	United Artists Corporation Ltd.	Harvard Film Corporation	F 28310	72	March 15
Rocky Jones – Space Ranger (Nos. 1-9):					
Out Of This World – Episode 1	Animated Motion Pictures Ltd.	Roland Reed Productions Inc.	F 28311	22	March 15
Forbidden Moon – Episode 1	" "	" "	F 28312	21	March 15
Out Of This World – Episode 2	" "	" "	F 28313	22	March 15

The playing time of the film 'Red River' (F 11950) registered on November 30, 1948, has been amended to 112 minutes.
Where the title appears in italics the film forms part of a series. Br/E indicates that the film is a British quota film.

REPRINTS OF ARTICLES

Reprints from the Board of Trade Journal, **which should be ordered within one week of publication,** *cost* £3 0*s.* 0*d. per page (or part) for* 250 *copies. (Larger quantities will be supplied at a charge of* 5*s.* 0*d. per page for each additional* 125 *copies). Orders and remittances for reprints should be addressed to the Director of Publications (P.2), H.M. Stationery Office, Atlantic House, Holborn Viaduct, London, E.C.*1. *Cheques should be made payable to H.M. Paymaster-General. Information regarding Subscriptions, Editorial Communications and Advertising in the* Board of Trade Journal *will usually be found on the first page.*

Government Surplus Sales by Auction

Air Ministry

1963	Stores	Location	Auctioneers
Mar. 27	Huts and buildings, one Hinaidi hangar timber, Seco and Nissen huts, boilers and heating apparatus, miscellaneous items.	Royal Air Force Station, Wilmslow, Cheshire	Frank R. Marshall & Co., 35 Princess Street, Knutsford, Cheshire. (Tel. Knutsford 2561).
Mar. 27	Approx. 468 acres of agricultural land including 271 acres let at a total annual rent toll of £574 12s. The remainder with vacant possession including a number of brick and steel framed buildings and one T.2 hangar being part of the former Acaster Malbis airfield.	Acaster Malbis, York, Yorkshire	Stephenson & Son, 20 Castlegate, York.
Mar. 28	Miscellaneous stores and equipment	No. 25 Maintenance Unit, Royal Air Force, Hartlebury.	Nock & Joseland, Bank Buildings, Kidderminster, Worcs. (Tel. Kidderminster 2053).

The above sale will include clothing and webbing equipment, balloon fabric, cordage, dinghies, parachutes, cameras and projectors, radio and electrical equipment, furniture and general stores.

May 1	Miscellaneous stores and equipment	No. 16 Maintenance Unit, Royal Air Force, Stafford.	South & Stubbs, 28 Eastgate Street, Stafford. (Tel. Stafford 2331).

Catalogues for the above sales may be obtained within fourteen days of the advertised date of sales, on application to the auctioneers. Catalogues for sales held at Maintenance Units cost 1s. 0d. each (*Postal Orders only*), all other catalogues free.

War Office

1963	Stores	Location	Auctioneer
Mar. 26	Machine tools and miscellaneous stores	W.D. Storage Depot, South West Stores, Euxton Lane, Chorley, Lancs. (*Sale in Manchester.*)	J. H. Norris & Son (Dept. L), 9 Albert Square, Manchester, 2. (Tel. Blackfriars 4559).
Mar. 29	Miscellaneous stores	Command Ordnance Depot, Coypool, Marsh Mill, Plymouth. (*Sale in Plymouth.*)	Woolland Son & Manico (Dept. L), Kinterbury House, St. Andrews Cross, Plymouth. (Tel. 69292).
April 5	Textiles and miscellaneous stores including:	Returned Stores Group, Reed Hall, Colchester, Essex.	Fenn, Wright & Co. (Dept. L), 146 High Street, Colchester. (Tel. 73171).

Light and heavy anti-gas clothing; khaki drill and battle dress; woollen vests and drawers; web equipment; blankets; furniture; folding and stackin g chairs; carpets; safes; weighing machines; hand tools; motor vehicle spares; cast iron flue pipes; sectional water tanks 16 ft. x 8 ft. x 30 ft. and towers; grinding, bending and shearing machines; straightening press; scrap metal, etc.

April 18	Machine tools and miscellaneous stores	Technical Stores Depot, Old Dalby, Leics. (*Sale in Melton Mowbray.*)	Shouler & Son (Dept. L), 1 Norman Street, Melton Mowbray, Leics. (Tel. 3081).
April 23	Vehicles, etc.	W.D. Storage Depot, Ruddington, Notts.	Walker, Walton & Hanson (Dept. L), Byard Lane, Bridlesmith Gate, Nottingham. (Tel. 54272).

Catalogues for each sale shown above may be obtained from the appropriate auctioneer 14 days prior to date of sale, price 1s. 0d. (*Postal Orders only*)

Ministry of Public Building and Works

1963	Description of Goods	Location	Auctioneers
Apr. 2	Office and miscellaneous furnishings and domestic refrigerators, electric and other fittings, canteen equipment, crockery, etc.	Ministry of Public Building and Works, Supplies Division Store, Shed 10, 51 Kidbrooke Park Road, London, S.E.3.	Hollingsworth, Bank Chambers, 329 High Holborn, London, W.C.1. (Tel.: Holborn 0337).

Catalogues, price 6d., are obtainable direct from the auctioneers. View-days: day preceding the sale and morning of sale.

Apr. 3	Office, domestic and miscellaneous furniture, plan presses, racking, trolleys, steps platform, curtains, linoleum, carpets and mats, beds and bedding, clocks, mirrors, refrigerators, safes, electrical and engineering items and a small quantity of hardware and kitchen equipment.	Ministry of Public Building and Works Clearing Store, Supplies Division Store, Water Lane, Clifton, York	Richardson & Trotter, 22 High Peter Gate, York (Tel. York 23135).

Catalogues, price 1s. are obtainable direct from the auctioneers. View-days: April 1 and 2 and morning of sale.

Energy Policy in the European Communities

PEP's Broadsheet Planning No. 469, 'An Energy Policy for EEC?' discusses the prospects for the formulation of a common energy policy by the member countries of EEC, and describes the steps so far taken towards the achievement of such a policy. Copies: PEP, 16 Queen Anne's Gate, London, S.W.1. Price 4s. 6d.

Nuclear Industry Buyers' Guide

The March issue of *Nuclear Engineering* contains the 1963 Buyers' Guide and includes articles on the structure of the British nuclear industry and financing export reactors, which examines the opportunities for British manufacturers abroad. Copies: Temple Press Ltd., Bowling Green Lane, London, E.C.1. Price: 3s. 6d. (annual subscription 42s., including postage).

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D. G. GILMAN, *Clerk of the County Council*

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ALL OVER AUSTRALIA & NEW ZEALAND

Questions Asked and Answered in Parliament

Below is a selection of questions of interest to industry asked and answered in Parliament.

Wednesday March 13

Monopolies Report on Car Electrical Equipment

Mr. Frederick Erroll, President of the Board of Trade, said he received the report of the Monopolies Commission on the supply of electrical equipment for motor vehicles on March 6. It would be laid before Parliament in due course.

Trade with Hong Kong

The President was asked what proportion of visible trade between the United Kingdom and Hong Kong for the period 1959-62 was represented by exports to Hong Kong; and if he would give the corresponding figure for the period 1955-58.

He replied that United Kingdom imports and exports on a comparable valuation basis were not available, but, on the basis of total exports being valued f.o.b. and imports c.i.f., the proportions were 48·6 per cent. for the period 1959-62, and 59·1 per cent. for the period 1955-58.

Thursday March 14

LEA Grants

The President was asked what were the criteria of unemployment which were applied before an area was placed on the list to qualify for a grant under the Local Employment Act, 1960. In reply the President said: 'Under the Act I am empowered to list as a Development District any locality in which, in the opinion of the Board of Trade, a high rate of unemployment exists or is threatened, and is likely to persist. There are no fixed criteria. I take account of the relative degree of unemployment in the area, compared with the rest of the country, and also of any likely developments in the future which might lead to further unemployment or, alternatively, create new jobs'.

Siting of Industrial Estates

Asked what criteria he took into account when deciding where new industrial estates were to be sited, the President said: The employment needs of an area and its attractiveness to growing industry; also good communications and the availability of suitable building land.

Choice of Development Area

In reply to a questioner who asked what procedure was followed by his Department when industrialists made inquiries as to establishing industries in development areas, the President said that when the scope of the industrialist's requirements had been established, his Department encouraged him to visit the development areas of his choice and any others which could offer the facilities he was seeking. These visits were planned by the Board of Trade Regional Offices with the object of enabling the industrialist to obtain all the information necessary to reach a commercial judgment on the best location for his project.

Distribution of Industry Policy

In a reply concerning the number of administrative class officials in his department working exclusively on distribution of industry policy, the President said there were 17. In addition, Board of Trade Controllers for Scotland and Wales, together with seven Regional Controllers in England, devoted a major part of their time to it.

Promotion of Local Employment

Asked to what extent the reduction in the Estimate for promotion of local employment in the Vote on Account, 1963-64, reflected the Government's forecast of industrial activity during that year, the President said: Expenditure under the Local Employment Act in any given financial year relates mainly to projects offered assistance or begun before the beginning of the year. The estimates for 1963/1964 do not, therefore, imply any forecast of industrial activity in that year.

UN Conference in Trade and Development

The President was asked if he would make a statement on the main lines the Government were taking in the preparatory committee which is making preparations for the United Nations Conference on Trade and Development to be held not later than early 1964; whether Her Majesty's Government would support proposals for a large-scale expansion of trade and economic world co-operation; and whether consideration had been given to the desirability of an agreed Commonwealth policy at this conference.

The President replied: 'Her Majesty's Government is giving full support to the important work of the Preparatory Committee in preparing the ground for the Conference. It is the policy of Her Majesty's Government to work for the expansion of trade and for international economic co-operation. They will keep in touch with the other Commonwealth Governments regarding the Conference.'

Protecting British Agriculture

Asked what steps he was taking to protect British agriculture from the import of subsidized farm products from Common Market countries, the President said: 'British producers can always apply for duties under the Customs Duties (Dumping and Subsidies) Act, 1957, if they can show that dumped or subsidized imports from any source are causing or threatening them with material injury.'

Imports of Cotton Cloth

Asked what was the reason for the marked increase in imports of cotton cloth in January 1963, and if he would express these January 1963 imports as a percentage of imports in January 1962, and of the monthly average for 1962, the President replied: 'Imports of cotton cloth in January 1963 were 24 per cent. above imports in January 1962 and 36 per cent. above the monthly average for 1962. The increase, which follows on exceptionally low imports in December 1962, was due mainly to higher imports from the Commonwealth countries whose exports to Britain are subject to annual ceilings.'

To a similar question he replied: 'About 65 per cent. of total imports of cotton cloth during January 1963 were admitted duty-free. Total imports from all sources were approximately 55 per cent. of domestic production. These, however, included substantial imports for re-export after processing.'

ECGD Guarantees

The President was asked to state the total value of export contracts which have been covered by the Export Credits Guarantee Department financial guarantees extending over a longer period than five years; and what was the value of such contracts with Communist countries.

The President replied that so far Financial Guarantees had been issued in connection with five contracts with a total value of just over £51 million. Only one of these had concerned a Communist country, and this involved a contract for £28 million for Yugoslavia.

United Kingdom – United States Trade

The President was asked what discussions he had during his recent visit to the United States of America on methods of reducing or eliminating the United Kingdom's adverse balance of trade with that country.

The President replied: 'My discussions with the United States Administration were concerned with the reduction of tariffs and other barriers to international trade, including trade between this country and the United States. We do not aim to balance our trade country by country, but to achieve a satisfactory position in our total external balance of payments.'

Industrial Development Certificate, Tiverton

An adjournment debate relating to the granting of an Industrial Development Certificate to a firm in Tiverton was held on March 14. (*Hansard*, cols. 1702-1714).

Recent Export Orders

United Kingdom firms are invited to send in brief details of new export orders or contracts for publication on this page

Canadian Order For British Radio Valves

A contract, valued at Can. $500,000, for electronic valves for a new communications system to carry hundreds of radio messages simultaneously across Canada, has been placed with Mullard Ltd., and will be manufactured at their Waddon, Surrey, factory.

Electric Motors for Mombasa Oil Refinery

A contract has been secured by Newman Industries Ltd., Yate, Bristol, for electric motors of various powers and types, including a number of flameproof machines, for the new Mombasa refinery of East African Oil Refineries Ltd.

Cyclones for Italian Refinery

The Catalyst Recovery Division of Ambuco Ltd., have won an order for the supply of 15 catalyst recovery cyclones for the A.N.I.C. Po River Valley Refinery, currently under construction.

Orders for Airscrew Cooling Tower Impellers

Orders for cooling tower impellers have recently been placed with Airscrew-Weyroc Ltd., Weybridge, Surrey, by Davenport Engineering Company, Bradford, for installation in Singapore, Australia and India.

Acid Plant Contracts From India

Contracts from the Government of India for 2 nitric acid reconcentration plants and 2 associated sulphuric acid concentration plants have been won by Simon-Carves Ltd. The total value of the contracts is £300,000.

Outboard Motor Covers For Sweden

C. L. Whitaker (Reinforced Plastics) Ltd., Grimsby, have won an £8,000 order for the supply of 3,500 white plastic covers for outboard motors from the Swedish firm of Electrolux Ltd.

Italy Buys Colour TV Equipment

Rank Cintel have received an order from Radio Televisione Italiana for a colour slide scanner and a colour monitor, total value £10,000. The equipment will be installed in Turin where it will be used in a research programme to determine the future of colour television transmissions in Italy.

Equipment For Asia's Biggest Iron Ore Plant

Head Wrightson & Co. Ltd., have received an order for complete designs and special equipment for an iron ore benefication plant at Bukit Besi in the Federation of Malaya, which is operated by the Eastern Mining and Metals Co. Ltd.

Ghanaian Steel Works to Have British Electrics

The complete electrical equipment for a new rolling mill being built as an extension to the Kwame Nkrumah steel works at Tema is to be supplied by English Electric Co. Ltd. The equipment, to be installed by December of this year, consists of the three main drive motors, transformers and distribution and control gear.

Spun Iron Pipes For Denmark

One of the largest orders in recent years for gas mains supplies to Denmark has been placed with Stanton & Staveley, Ltd., Nottingham. The order comprises approximately 800 tons spun iron pipes for Copenhagen.

Pipeline for Commonwealth's Biggest Hospital

More than seven miles of pipeline with 1,500 outlet points for oxygen, nitrous oxide and vacuum are being installed in the Queen Elizabeth Hospital, Kowloon, Hong Kong. Much of the equipment, as well as the technical know-how, is being supplied by British Oxygen, and the system will incorporate the latest signalling devices to ensure that gas and vacuum supplies are replenished when needed.

Engines for Finland

A repeat order has been placed with A.E.C. Ltd., by Vanajan Autotehdas Oy, Finland, for 50 diesel engines to power their range of trucks and buses.

Success of British Power Tools in Spain

Orders to the value of £10,000 have been placed with Black and Decker Ltd., by Spanish interests, following a week's visit to Spain by two of the firm's executives.

One-Man Television System for the Philippines

Following a three week demonstration of a British educational television system in Hong Kong, an order has been placed with EMI Electronics Ltd., for similar equipment by the Republic Broadcasting Company, Manila, Philippines.

Libyan Contract for Welsh Company

A contract worth more than £275,000 for four tugs and six barges has been placed with Cory Bros. & Co. Ltd., Cardiff, by the Libyan Government. Richard Dunstan Ltd., will build the craft which will be used at the Port of Benghazi.

First Export Order for New Gas Turbo-Generator

Bristol Siddeley Engines Ltd., have gained their first export order for their new 3 MW gas turbo-generator. It is to be installed on the Island of Tenerife in the Canaries, 25 miles away from the capital of the Western Province, Santa Cruz. It will be remotely controlled from there over the ordinary telephone system.

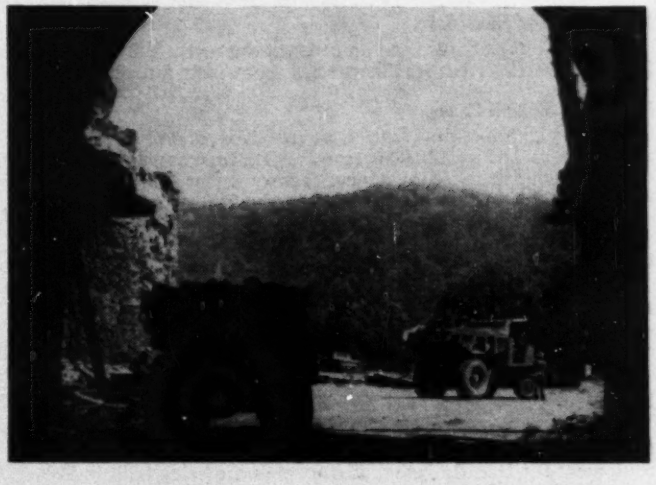
British Filters for Sicilian Oil Refinery

Birfield Filtration Ltd., Birmingham, have designed and shipped to Sicily an air filtration system specially tailored to the requirements of the new 6,100 b.h.p. single cycle gas turbine installed at an oil refinery in Syracuse. The £2,000 order was received from Companie Tecnica Industie Petroli, and the specification called for filtration of ultra-clinical standards. The whole operation was completed in less than seven weeks, delivery being effected a few days before the specified delivery date.

Wet Laminator For Spain

The first Rotobond laminating machine, manufactured by Morane Plastic Co. Ltd., has been delivered to their agents in Spain.

British Dumptrucks aid U.S. Tunnel Project



Two of the Aveling-Barford 13½-ton shuttle dumptrucks engaged in railway tunnelling operations in the Smoky Mountains, Tennessee, United States. These machines were chosen by Tecon Corporation, one of the bigger United States contracting organizations, as being especially suitable for the confined conditions of tunnelling work, and the general performance has already resulted in a further order being supplied to another United States contractor engaged on a construction project in the State of Washington.

(*Continued on next page*)

Export Orders (*Continued*)

Wheelchairs for Mexico

An order worth over £20,000, the largest export order ever received by this company for wheelchairs, has been received by Zimmer Orthopaedic Ltd., London, from their Mexican agents.

Bridge for Nigeria

BICC Ltd., have received an order, valued at £50,000, for the supply of parts to form a three-span Callender-Hamilton bridge in Nigeria for use by heavy-duty earth moving vehicles working on the Niger River dam. Most of the parts will be fabricated and hot-dip galvanized by Painter Bros. Ltd., Hereford.

Finland Orders Transmission Equipment

The General Electric Co. Ltd., have been awarded a contract valued at more than £500,000 by the Finnish Posts and Telegraphs Department for the supply of transmission equipment. This is in addition to the contract of similar value announced last August.

Kuwait Contract For British Firm

Richard Costain (Associates) have been awarded a contract valued at some £800,000 by the Kuwait Flour Mill Company. It is for the construction of the Kuwait flour mill, 18 circular grain silos, water tanks and other ancillaries.

British TV for the Congo and Austria

Pye T.V.T. Ltd., Cambridge, in conjunction with Societe Francais des Techniques Pye, have supplied television studio equipment for Brazzaville. An order has also been received by the Cambridge firm for a special audio mixing system to provide simultaneous interpretation into four languages for the International Atomic Energy Agency, Vienna.

Pneumatic Handling Vehicles Exported

Recent exports by Murfitt Bulk Transporters Ltd., Wisbech, Cambs., have included three pneumatic handling units for Tel Aviv, Israel, one for de Stordeur, of Louvain, Belgium and two prototype machines sent to France.

Icelandic Ship to be Built at Grangemouth

The Grangemouth Dockyard Co. Ltd., have secured the contract to build a single screw, diesel driven, fully insulated and refrigerated cargo ship of 2,500 tons deadweight for the Joklar Line of Reykjavik.

Mattresses for Singapore

Slumberland Ltd., received an order at the recent Furniture Show, London, for 100 Red Seal mattresses from their Singapore agents.

Italy Buys British Glass

QVF Ltd., Stoke-on-Trent, have received orders for industrial glassware, valued at £20,000, from an Italian company. The glass plant is being installed in a new factory under construction near Rome, and to complete the installation, the firm's erectors will spend over three months in Italy.

Brazilian Salt Plant Contract for Britain

Nordac, a member of the Woodall-Duckham Group, has been awarded a £1¼ million contract by Companhia Nacional de Alcalis of Brazil for a plant to produce salt from sea water concentrated in solar evaporation pans.

British Air Conditioning for Iraq Railways

J. Stone and Co. (Deptford) Ltd. have won a contract worth £560,000, to supply 66 sets of Stone-Carrier railway air conditioning equipment for Iraq Railways. The coaches are being built in Poland under Russian financial aid to Iraq.

West Germany Orders Gunmetal Ingots

An order from West Germany for gunmetal ingots worth £60,000 has been placed with John Allan and Co. Ltd., Glasgow.

Zagreb Project to have Specially Designed Ovens

G. and R. Gilbert (Industrial) Ltd. are to supply specially-designed recirculating ovens for the Zagreb transformer factory, which John Mowlem and Associated British Machine Tool Makers are to build and equip. This order is valued at £26,000.

Swedish Prime Minister Visits Computer Factory

H.E. M. Tage Erlander (with glasses), the Swedish Prime Minister, watching ICT staff testing the computer ordered by the Skandinaviska Bank of Gothenburg during his recent visit to International Computers and Tabulators Ltd.'s Stevenage factory. Mr. Erlander also watched the testing of a computer ordered by the Enskilda Bank and inspected the laboratories of ICT (Engineering) Ltd.

Japanese Contract for Ball-Bearing Tubing and Rings Plant

A £2 million contract for plant to manufacture ball-bearing rings and tubing in ball-bearing and stainless steels has been placed with the Loewy Engineering Co. Ltd., Bournemouth, by the Sanyo Special Steel Co. Ltd., of Japan.

Ceramic Wall Tiling for Overseas Hospitals

Two export orders for wall tiles have recently been received by Pilkington's Tiles Ltd., Clifton Junction, Lancs., for installation in the Reza Shah Kabir Hospital, at Rey, near Teheran, and the St. Joseph Hospital at Glace Bay, Nova Scotia, Canada.

Major Pipeline System for Africa's Biggest Hospital

Under a recent £47,000 contract, more than five miles of pipeline, and almost 500 outlet points for medical gases, will be installed by The British Oxygen Co. Ltd., at the Korle Bu Hospital, now being built at Accra. When it is completed the hospital will be the biggest in Africa.

France Repeats Order for Freezers

A repeat order for a further four plate freezer installations has been received from the Compagnie des Entrepots et Gares Frigorifiques by Jackstone Froster Ltd. for use at the French company's new frozen food plant at Landerneau, Brittany.

More Speaking Clocks for the Sudan

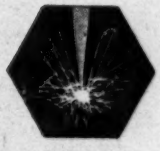
A.E.I. Ltd., have received an order from the Sudanese authorities for a further five two-language telephone 'Speaking Clocks' with tapes recorded in Arabic and English.

Hydraulic Presses for Yugoslav Factory

An order has been received by B.I.P. Engineering Ltd., for a range of hydraulic presses covering nine machines. The order has been placed by Associated British Machine Tool Makers Ltd., as part of the contract they share with John Mowlem & Co. Ltd., for the building and equipping of a transformer factory at Zagreb.

LONDON INTERNATIONAL ENGINEERING EXHIBITION

AND THE INTERNATIONAL WELDING EXHIBITION



THE LONDON INTERNATIONAL ENGINEERING EXHIBITION is the most extensive presentation of engineering equipment ever displayed in the United Kingdom.

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Trade Fairs and Exhibitions at Home and Overseas

Board of Trade Participation in Overseas Fairs

MR. FREDERICK ERROLL, President of the Board of Trade, in a written answer to a Parliamentary Question on March 18 concerning plans for assisting British participation in international trade fairs, trade weeks and similar promotion activities during the next twelve months, said: 'The main event of the year so far as British industry is concerned will be the British Industrial Fair and Fortnight organized by the Federation of British Industries at Zurich in September. The Board will be making a substantial contribution towards the costs of the Fortnight. The Board of Trade are themselves organizing British Pavilions at the International Trade Fairs at Poznan, Salonika and Lima. The official programme also includes collaboration with trade associations at nineteen specialized trade fairs mainly in Europe, in both EFTA and EEC countries, and commercial inquiry stands at six major fairs. The main trade week events besides Zurich will be the British Weeks in Munich in June, Adelaide in September and Hobart in March, 1964. A particular feature in the United States is the organization of British store promotions in various cities. In addition to these events participation at certain others is also being considered.'

The following is the proposed programme referred to by the President.

Place	Title and Date	Type of Participation
Johannesburg.	Rand Easter Show, April 2-15, 1963	British Pavilion with display on the theme 'British Equipment for Agriculture' – individual exhibitors and central display.
Dusseldorf	Fashion and Sales Week (IGEDO) April 17-21, 1963, and subsequently	Joint venture with the National Children's Wear Association.
Casablanca	International Fair, April-May, 1963.	Pavilion organised by British Chamber of Commerce.
Milan	International Samples Fair, April 12-April 25, 1963	Commercial Inquiry Stand.
Paris	Building Material Exhibition (Batimat), April 18-28, 1963	Joint venture with National Council of Building Producers.
Hamburg	International Horticultural Exhibition, April 26-October 13, 1963	Joint venture with Federation of British Horticultural Exporters.
Paris	International Exhibition of Women's Ready-made clothing, April 27-May 6, 1963	Joint Venture with British Fashion Export Group.
Paris	May, 1963	Display by London Fashion House Group.
Hanover	German Industries Fair, April 28-May 7, 1963	Joint venture with the Stationers' Association; also Commercial Inquiry Stand.
Brussels.	International Industries Fair, April 30-May 12, 1963	Commercial Inquiry Stand.
Dusseldorf	International Exhibition of Packing Machines Confectionery Machines and Packaging Material (INTERPACK), May 12-20, 1963	Joint venture with the Institute of Packaging.
Toronto	National Industrial Production Show May 6-10, 1963	Commercial Inquiry Stand.
Seattle	Washington State International Trade Fair, May 9-10, 1963	Display by Dundee Chamber of Commerce Export Group.
Gothenburg	Swedish Trade Fair, May 10-19, 1963	Joint venture with National Caravan Council; also Commercial Inquiry Stand.
Frankfurt	Interstoff, May 21-24, 1963	Joint venture with Textile Promotion Consultative Committee.
Paris	Marche Textile International, May 27-30, 1963	Joint venture with Carpets Promotion Council.
Paris	International Aeronautical Show, June 6-16, 1963	Official display in conjunction with the Ministry of Aviation.
Barcelona	International Trade Fair, June 1-20, 1963.	Commercial Inquiry Stand and British 'Pub.'
Poznan	International Trade Fair, June 9-23, 1963.	British Section.

(*Continued on page* 673)

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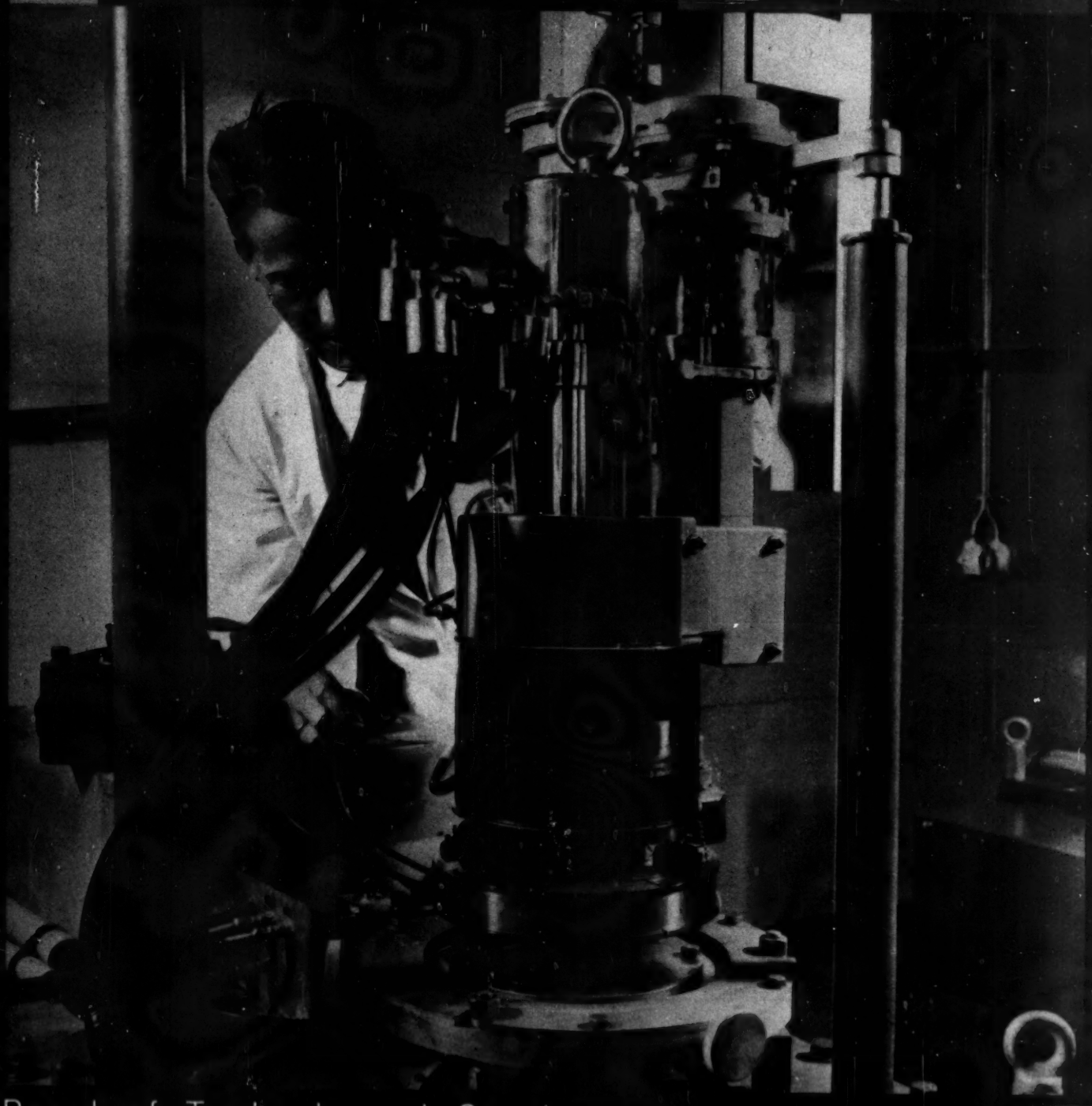
Trading with West Germany



Board of Trade Journal Supplement

British tonnage heads the list of foreign flags calling at the Port of Hamburg and contributes substantially to widening the liner network connecting Germany's largest port with all ports of the world.

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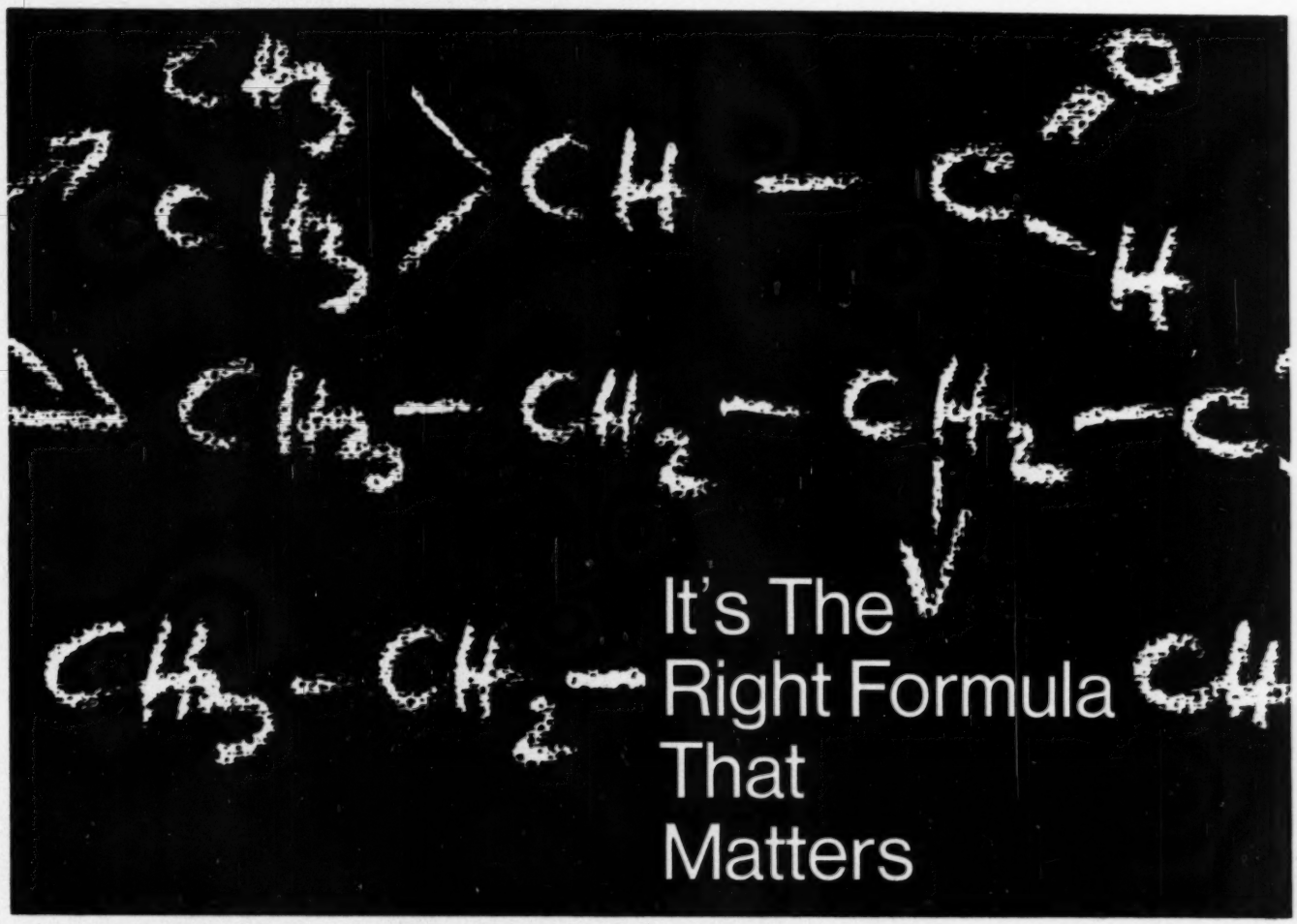

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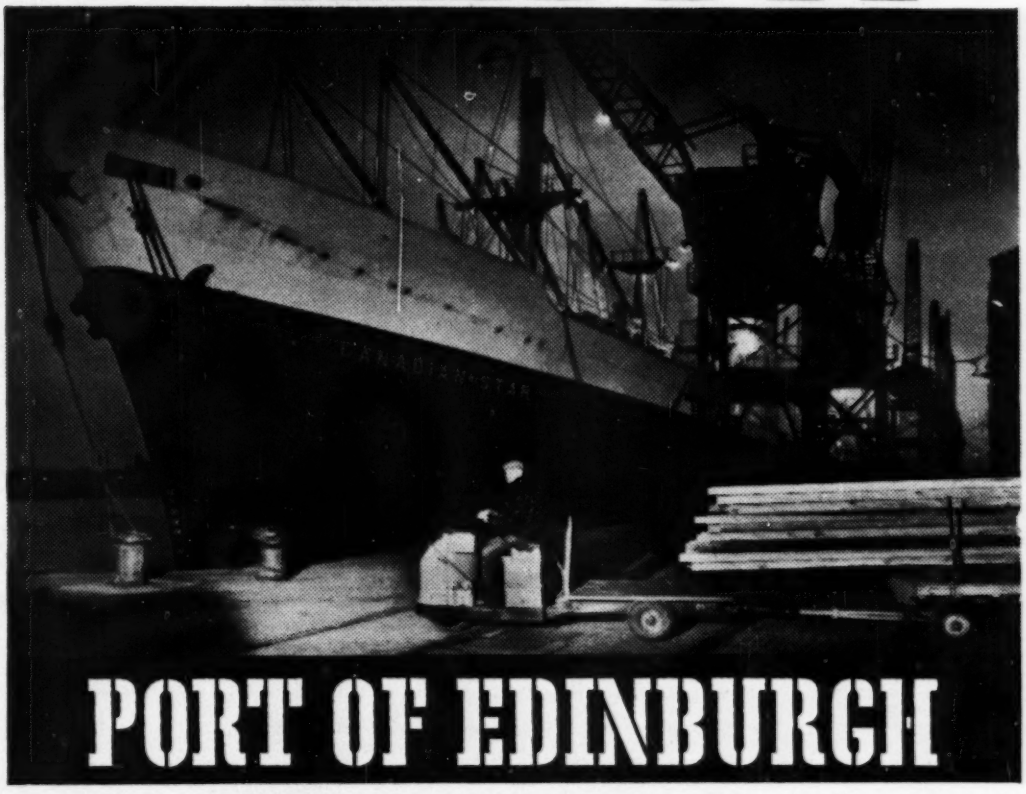

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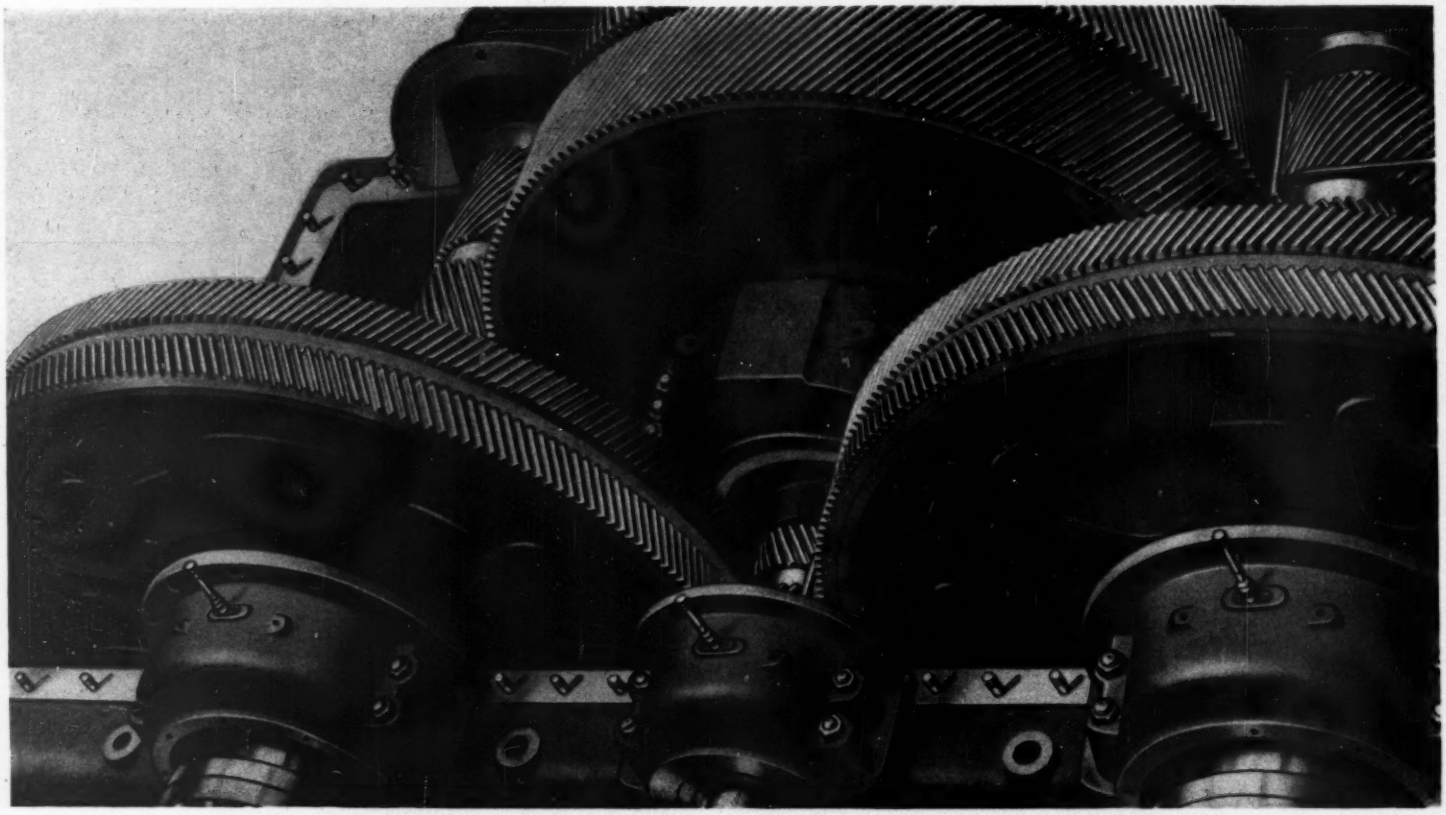

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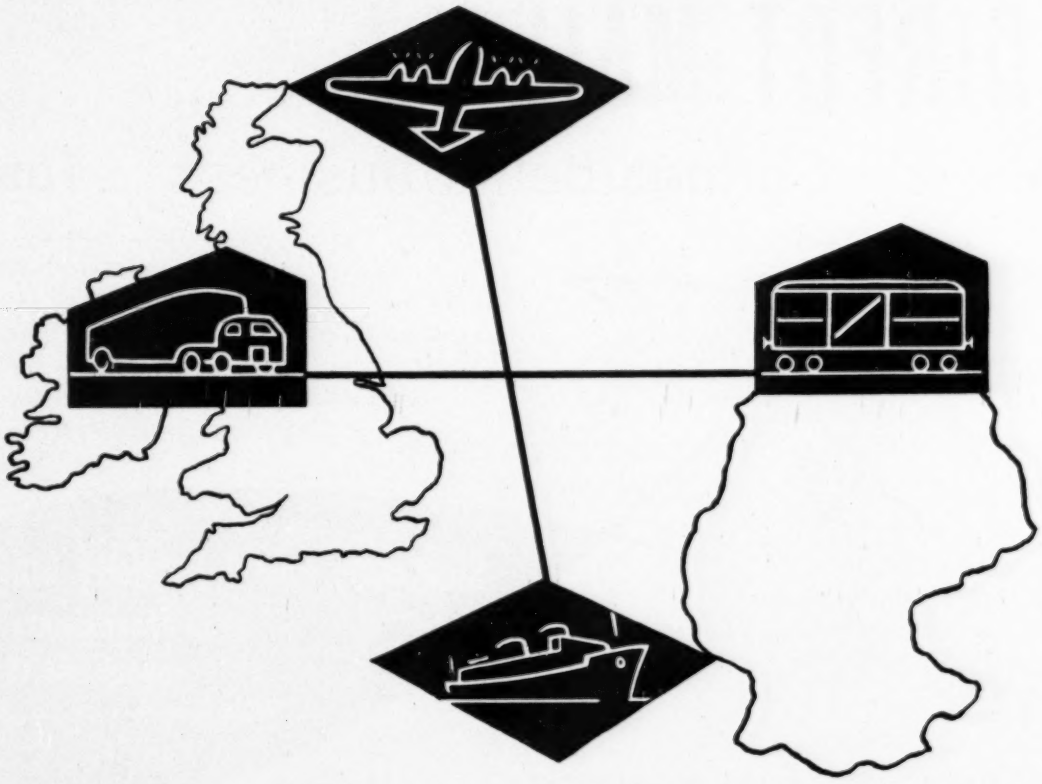

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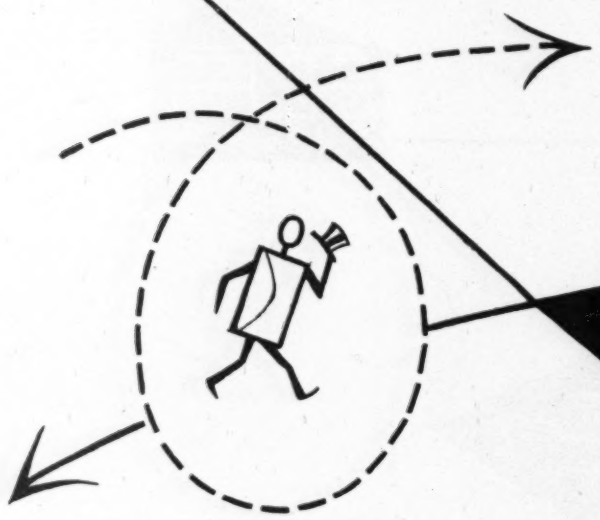

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- a 6 Electric telecommunication engineering
- a 7 Broadcasting and television engineering, electroacoustics
- a 8 Electric metering, testing and regulating
- a 9 Electrical household articles
- b 1 Machine tools and precision tools
- b 2 Printing machinery and equipment
- b 3 Aerological plant
- b 4 Pumps – compressors
- b 5 Cranes, hoists and handling equipment
- b 6 Coin-operated automatic machines
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- c 1 Medical supplies
- c 2 Dental supplies
- c 3 Laboratory instruments and appliances
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- c 5 Optical goods
- c 6 Parts and accessories for motor vehicles
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- d 2 Cosmetics
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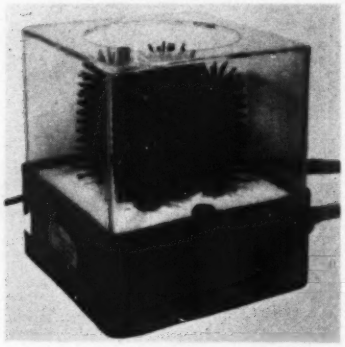

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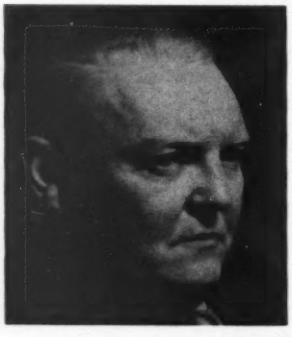
This is the first supplement to the *Board of Trade Journal* to be devoted to a European country. The year 1963 may well be one of outstanding importance in the trade and economic affairs of Western Europe and, indeed, of the whole world. With the breakdown in the negotiations for Britain's entry into the Common Market, the continuing growth of Anglo-German trade will be of the highest importance to both countries. Western Germany is now the third largest customer for our exports, exceeded only by the United States and Australia.

It is particularly encouraging that the exports of both countries are contributing to the increase in Anglo-German trade, to our mutual advantage. There are similarities in our needs as highly industrialized countries enjoying high standards of living and, as major importing countries, we have a common interest in the free movement of imports and exports and the promotion of trade.

As the facts and figures published here show, there is in Britain a growing interest in Western Germany as a market not only for traditional exports but for many other goods. For example, there is a valuable trade in manufactured goods where the exports of each country may supplement domestic manufacture, thus providing the consumer with a maximum amount of choice. It is the aim of both countries to maintain a high level of purchasing power and trade in both directions should continue to increase.

I hope that this supplement will make a useful contribution to this end by providing information in a convenient form for those who need it, by suggesting new approaches to those who already have experience in the German market, and by encouraging those who have not yet exported to Western Germany to do so. The services of the Board of Trade and of the British commercial and consular officers in the Federal Republic are freely at their disposal.

I wish every success to those engaged in the important task of maintaining and improving the trade and economic ties between Britain and the Federal Republic of Germany.



Over the years, the centuries-old trade relations between Great Britain and Germany have undergone a good many severe tests and passed through critical periods. Yet time and time again, economic forces and the traditional spirit of commercial enterprise in our two countries have renewed these ties and brought us closer together. The example of our two highly-industrialized countries furnishes clear proof that trade in both directions flourishes under conditions of free competition between industries, and that with increasing specialization of production such countries become more and more complementary with each other.

A glance over the past ten years shows that the volume of Anglo-German trade has grown continuously. The German foreign trade returns, classified according to countries of origin and destination, reveal a rise from DM 1,500 million in 1952 to DM 4,100 million in 1961. The trade returns according to countries of sale and purchase show that the volume of Anglo-German trade increased from DM 3,500 million in 1952 to DM 7,900 million in 1961. These figures demonstrate the important role which British merchanting trade and the British 'Commodities Market' continue to play in Anglo-German trade. The figures for Anglo-German trade in 1962 show a still greater increase.

This gratifying trend in Anglo-German trade relations is certainly largely the result of joint British and German efforts to liberalize trade. I should therefore like to refer again on this occasion to the pleasant memories which I have of friendly and successful co-operation with my British colleagues in international economic bodies, particularly in the OEEC. In the light of this, I particularly welcomed the British Government's decision to seek the entry of the United Kingdom into the Common Market.

Messages from the Rt. Hon. Frederick Erroll, M.P., President of the Board of Trade, and Dr. Ludwig Erhard, Federal Minister for Economic Affairs:

Dies ist die erste Beilage des *Board of Trade Journal*, die einem europäischen Land gewidmet ist. Es ist durchaus denkbar, dass 1963 zu einem Jahr von ausserordentlicher Bedeutung für die Handels–und Wirtschaftspolitik Westeuropas, ja der gesamten Welt wird. Nach dem Scheitern der Verhandlungen über Grossbritanniens Beitritt zum Gemeinsamen Markt wird die stetige Steigerung des deutsch-englischen Handels für beide Länder von höchster Bedeutung sein. Die Bundesrepublik Deutschland ist heute nach den Vereinigten Staaten und Australien unser drittgrösster Kunde.

Besonders ermutigend ist die Tatsache, dass die Ausfuhr beider Länder zu unserem beiderseitigen Vorteil zur Ausdehnung des deutsch-englischen Handels beiträgt. Unsere Bedürfnisse als hochindustrialisierte Länder mit hohem Lebensstandard weisen grosse Ähnlichkeit auf, und als bedeutende Einfuhrländer haben wir ein gemeinsames Interesse am freien Warenverkehr und an der Förderung des Handels.

Wie die hier veröffentlichten Fakten und Zahlen zeigen, besteht in Grossbritannien ein wachsendes Interesse am westdeutschen Markt, und zwar nicht nur als einem Absatzgebiet für traditionelle Ausfuhrgüter, sondern auch für viele andere Erzeugnisse. Sehr wertvoll ist beispielsweise der Handel in Fertigwaren, da auf diesem Sektor die Ausfuhr beider Länder die einheimische Erzeugung zu ergänzen vermag und somit dem Verbraucher ein möglichst umfassendes Angebot vorgelegt werden kann. Es ist das Ziel beider Länder, die hohe Kaufkraft in unseren beiden Ländern aufrechtzuerhalten, so dass sich der Handel in beiden Richtungen weiter ausdehnen kann. Ich hoffe, dass diese Beilage einen nützlichen Beitrag zur Verwirklichung dieses Ziels leistet, indem sie in anschaulicher Form jenen Kreisen Informationen zugänglich macht, die ihrer bedürfen; jenen Geschäftsleuten neue Wege weist, die bereits Erfahrungen auf dem deutschen Markt gesammelt haben; und jene Unternehmen zur Ausfuhr nach der Bundesrepublik ermutigt, die bislang davon abgesehen haben. Die Dienste des Handelsministeriums sowie die Wirtschaftsabteilungen der Botschaften und Konsulate in der Bundesrepublik stehen ihnen jederzeit zur Verfügung.

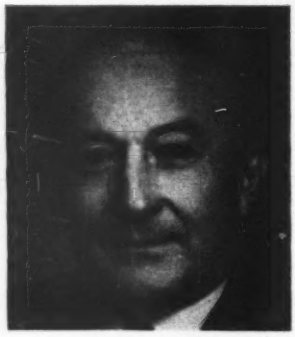
Ich wünsche aller jenen viel Erfolg, die an der wichtigen Aufgabe mitarbeiten, die Handels—und Wirtschaftsbeziehungen zwischen Grossbritannien und der Bundesrepublik Deutschland aufrechtzuerhalten und weiter auszubauen.

Die seit Jahrhunderten bestehenden Handelsbeziehungen zwischen Deutschland und Grossbritannien sind im Laufe der Zeit mancherlei Belastungsproben und Schwierigkeiten ausgesetzt gewesen. Aber immer wieder haben der Zwang der wirtschaftlichen Entwicklung, aber auch der traditionelle Kaufmannsgeist in beiden Ländern diese Beziehungen neu und enger geknüpft. Am Beispiel unserer beiden hochindustrialisierten Länder wird besonders deutlich, dass der freie Wettbewerb zwischen den Industrien die bilateralen Handelsbeziehungen fördert und dass sich mit fortschreitender Spezialisierung der Produktion Industrieländer untereinander immer mehr ergänzen.

Ein Rückblick auf die letzten zehn Jahre zeigt, dass das Volumen des deutsch-britischen Warenaustausches ständig gewachsen ist. Aus der deutschen Aussenhandelsstatistik nach Herstellungs- und Verbrauchsländern ergibt sich ein Anstieg des Volumens von 1,5 Milliarden DM im Jahre 1952 auf 4,1 Milliarden DM im Jahre 1961. Die Statistik nach Einkaufs- und Käuferländern zeigt ein Anwachsen des deutsch-britischen Warenaustauschvolumens von 3,5 Milliarden DM (1952) auf 7,9 Milliarden DM (1961). Diese Zahlen beweisen, welch bedeutende Rolle der britische 'Merchanting Trade' und 'Commodities Market' nach wie vor im deutsch-britischen Handelsverkehr spielen. In 1962 ist eine weitere Erhöhung des deutsch-britischen Handelsvolumens erreicht worden.

Diese erfreuliche Entwicklung der deutsch-britischen Handelsbeziehungen ist sicherlich zu einem wesentlichen Teil den gemeinsamen deutsch-britischen Bemühungen um eine Liberalisierung des Handels zu verdanken. Ich möchte daher bei dieser Gelegenheit erneut feststellen, dass ich mich immer gern der freundschaftlichen und erfolgreichen Zusammenarbeit mit meinen britischen Kollegen in den internationalen Wirtschaftsgremien, insbesondere der OEEC, erinnere. Im Hinblick hierauf habe ich auch den Entschluss der britischen Regierung, für das Vereinigte Königreich die Mitgliedschaft im Gemeinsamen Markt anzustreben, ganz besonders begrüsst.

Board of Trade Journal Supplement March 22 1963



Sir Frank Roberts was appointed Ambassador to the Federal Republic of Germany in February this year. He is 55 and was educated at Rugby and Trinity College, Cambridge.
He joined the Foreign Service in 1930 and served as a junior Secretary in London, Paris and Cairo. During the war he acted for a time as Charge d'Affaires to the Czechoslovak Government. He was appointed to Moscow, with the rank of Minister, in 1945. In 1948 he returned to the Foreign Office and served as Principal Private Secretary to Mr. Ernest Bevin. After two-and-a-half years (1949–51) as Deputy High Commissioner at New Delhi he was appointed Deputy Under-Secretary for German Affairs, and served in this capacity for three years. He has since served as Ambassador at Belgrade, as Permanent United Kingdom Representative to NATO and as Ambassador at Moscow.
He was appointed GCMG in the 1963 New Year Honours List

His Excellency Dr. Hasso von Etzdorf, German Ambassador to the Court of St. James, was born on March 2, 1900, in the West-Prussian city of Elbing and educated at Berlin, Göttingen and Halle Universities.
He joined the Foreign Service in 1928. The service took him to various diplomatic and consular posts: Tokyo, Rome, Palermo, Genoa, Paris, London, and in 1956 as Ambassador to Ottawa.
From 1958 to 1961 Herr von Etzdorf was Head of one of the Western Departments of the German Foreign Ministry, responsible for the Federal Republic's relations with the United Kingdom, the Commonwealth and the United States as well as matters concerning Africa, the UN, NATO and disarmament.
The present appointment has taken Herr von Etzdorf to London for his second tour of duty. He served there previously as Deputy Secretary-General of the Western European Union from 1955 to 1956.

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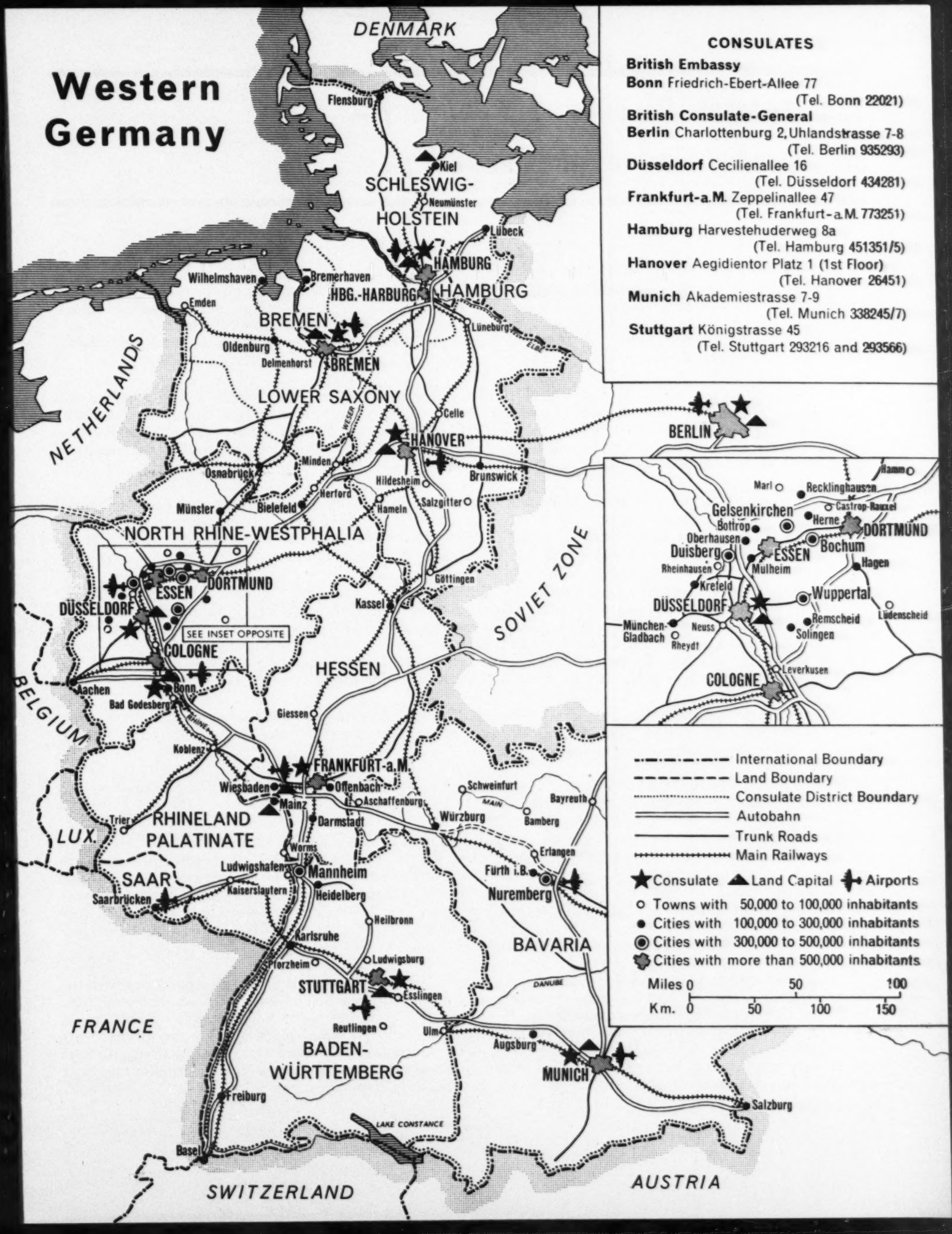
Cover:
Part of the electron linear accelerator which Associated Electrical Industries have manufactured for DESY, Hamburg, an organization founded to build an electron synchrotron for West German nuclear research.

In order to give a more complete and varied picture, this supplement includes articles from unofficial as well as from official sources. We believe that this gives greater value and interest to the text. It should, however, be understood that the views expressed are those of the contributors and are not necessarily those held by H.M. Government.



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(Tel. Bonn 22021)
British Consulate-General
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(Tel. Berlin 935293)
Düsseldorf Cecilienallee 16
(Tel. Düsseldorf 434281)
Frankfurt-a.M. Zeppelinallee 47
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Hamburg Harvestehuderweg 8a
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Hanover Aegidientor Platz 1 (1st Floor)
(Tel. Hanover 26451)
Munich Akademiestrasse 7-9
(Tel. Munich 338245/7)
Stuttgart Königstrasse 45
(Tel. Stuttgart 293216 and 293566)

The Federal Republic of Germany — an introduction to the market

This is the fifth special supplement to the *Board of Trade Journal* and the first to be devoted to a European country. Western Germany was chosen because it is at present our largest customer and our second largest supplier in Europe. There is scope for further substantial increases in trade in both directions. Britain's exports to Western Europe rose by 14 per cent. in 1962 and exports to Western Germany reached a record figure of £199.3 million.

The supplement is primarily designed to provide information of interest to firms engaged in, or proposing to engage in, trade with Western Germany. Trade is a two-way traffic and the supplement therefore covers not only the interest of exporters to Western Germany, but also the experience of West German firms selling to Britain. It gives facts and figures which may be useful for reference and experiences and opinions which may suggest new ideas to exporters, whether experienced or new to this market.

There are striking parallels between Britain and Western Germany in area, number of population and industrial development. Both countries are highly industrialized and have a large population enjoying a high standard of living. An important characteristic of Anglo-German trade is the exchange of industrial goods requiring, for their production, extensive capital investment and manufacturing skill.

Geographically and industrially the Federal Republic may be divided into five main areas. The north with the ports of Hamburg and Bremen is the main importing area. The Ruhr, which is a vital centre of industrial activity, includes a quarter of the West German consuming public. The area round Frankfurt is the traditional German centre of banking and finance and the home of many important industries. Then there is the wide area of the south - Bavaria and Baden-Wurttemberg - so far comparatively little exploited by imported goods. Finally there is the city of West Berlin with a population of more than two million.

Because West Germany has a federal government many important powers, such as the collection of certain taxes, are delegated to the Länder. There are ten Länder; the Saar, incorporated into the Federal Republic in January 1957 is now the tenth Land.

The Deutsche Mark (DM) was created in 1948 as the currency of the Federal Republic. It was revalued on March 6, 1961 and the official exchange rate is DM 11.20 to the £.

During the decade up to 1961 the West German economy achieved a remarkable recovery and the gross national product increased by over 150 per cent. In 1961/62 this rate of growth slowed down and development has now entered on a new phase. Conditions of internal growth set closer limits to the real internal growth potential, but gross national product continues to rise. The level of employment has risen steadily since the war and unemployment has fallen to a record low level. This has brought pressure on wages which rose steeply in 1961 and continue to do so. The consequent increase in spending power has led to a brisk demand, particularly for consumer goods, and a rise in imports.

As a result of moves by Western Germany towards the Common External Tariff, in accordance with the Treaty of Rome, rates of duty for many types of goods imported from Britain have risen. At the same time the rate of duty for other member countries of the Common Market has fallen (on average by 50 per cent.). This has intensified competition for some of our important exports. Nevertheless the figures for 1962 are encouraging and reflect increased interest in exporting to Germany. There can be no doubt that, although not an easy market, it is one of the most rewarding in the world. The German buyer is discriminating, price conscious and demands a high standard of service, but has ample spending power.

The Prospects for British Exports

by E. Melville, CMG, Minister (Economic) at the British Embassy, Bonn

British exports to Germany are booming. Germany is now our largest customer in Europe and our largest in the world after the United States and Australia. Our exports to Germany are now nearly four times what they were ten years ago. But there are even greater opportunities to be seized. Imports from Britain still represent only about 4½ per cent. of Germany's total imports. By taking pains and concentrating our efforts we could greatly increase our sales here.

Look first at the trade figures. Our direct exports to Germany in 1961 were a little over £170m. In 1962 they were around £200m. Ten years ago they were only about £50 m. Statistics on page 57 show the wide variety of goods, particularly manufactured goods, which now make up our exports to Germany.

Over the past few years significant changes have taken place in the German market, in Anglo-German trade and in the organization of British business in the Federal Republic. I should like to say something about these developments and how we might take advantage of them to build up the best position we can in the crucial years ahead.

The buoyant German market

First, what of the German market? It is fair to say that the German market is wide open to almost every type of British goods, provided they are competitive. The only quota restrictions are on coal, some foodstuffs and some horticultural products. The tariff (again with the exception of some foodstuffs) is nowhere prohibitive, and there is no prejudice against British or other foreign goods, although recent tariff changes under the Common Market regulations have given our continental competitors an advantage. The German national product has been expanding without a break for the past ten years. In 1961 there was a further increase of 5½ per cent. to a figure of around £28,000 million, which is actually larger than our own. Germany has been piling up export surpluses every year, although recently the size of the surplus has dropped. Two events in 1961 checked German expansion; the modest revaluation of the Deutsche Mark in March, which stimulated competition from imports, and the labour shortage, which has developed since the Berlin wall went up in August, stopping, or practically stopping, the flow of refugee labour from the East. However, a high level of domestic demand has been maintained. Order books are full (though less full than they were). Purchasing power has been swollen by a big housing programme – 550,000 dwellings were built in 1961. Combined with increasing shortages and rising costs of labour (wage increases of about 10 per cent. annually have been granted on average in the last few years), all this means bigger opportunities for British suppliers, whether by direct orders offering shorter delivery periods, by sub-contracts from German manufacturers whose capacity is over-extended or by negotiating arrangements for manufacture of German products under licence.

But the dominant trend in the German economy today is – because of the developments I have described – towards mechanization, rationalization and labour saving in both the industrial and the domestic fields. Industrially and commercially this means an expanding demand for automation equipment, automatic vending machines, labour saving office equipment and labour saving shop fitments. In the home it means a steady demand for new furnishings and fittings and household appliances of every kind. It is significant that the substantial increase in United States exports of manufactured goods to Germany is due to the successful drive which United States exporters have made to meet new German demands for automation and labour saving equipment.

Some notable British successes

I do not say this to denigrate the efforts of our own firms in the German market. Some have achieved outstanding successes. One firm, for example, has sold over 40,000 diesel engines to various German customers over the past seven years; another has sold several millions of pounds worth of textile machinery to the mills in south Germany. In the sphere of electronic equipment, one firm has supplied radar systems for all the principal north German sea-ports as well as the main airports; another has made large sales of television cameras and studio equipment. In the consumer goods field there has been a big increase in our exports of domestic appliances, particularly washing machines and vacuum cleaners, mainly due to the sales efforts of one firm through its subsidiary in Düsseldorf. We have had amazing success in building up markets for our carpets and toys, two fields in which a few years ago we exported hardly anything to Germany. We sold over £½ million worth of toys in Germany in 1961 and over £1,200,000 worth of carpets, 50 per cent. more than in 1960. These successes have been achieved by a concentrated sales campaign, including, in the case of toys, collective exhibits in the Frankfurt Spring Fair and the Nuremberg Toy Fair, originally sponsored by the Board of Trade, and, in the case of carpets, a trade mission of German buyers in the summer of 1961 which this Embassy was instrumental in arranging. These are only a few examples of the fields in which trade opportunities for British goods have been seized and developed. The analysis of British exports to Germany contained in the statistical section of this supplement tells a fuller story and may perhaps suggest fields which have yet to be conquered.

Competition and tariff discrimination

Of course, some British exports have suffered from the progressive tariff advantages enjoyed in Germany by our Common Market competitors. This is particularly true of textile yarns and fabrics, and most run of the mill products. Our exports to Germany of these products may suffer further, unless we can improve our competitiveness. This means a special effort to meet consumer needs and

to adapt products to the changes which are taking place in the organization of the market. Some very elementary cautions – for example, the need to provide literature in German and quotations expressed in German currency and in metric terms (in which too many British exporters are still backward), to keep delivery dates and to maintain stocks – are contained in the recent report made by the British Trade Council in Germany on impediments to British exports, which is the subject of a separate article. Further hints are given in the article entitled 'Selling in Germany', which presents the point of view of a German importer. Commercial publicity is another field in which British firms tend to lag behind their continental competitors and is the subject of another special article in this supplement.

Perhaps the most significant change in market organization in Germany of which British exporters of consumer goods must take account is the development of a mass middle-income market combined with the relative decline of the small specialized retail business (at least so far as purchasing is concerned) and the rise of department store chains, mail order houses and joint purchasing organizations, particularly for foodstuffs, textiles and household goods. As an example, Nürnberger-Bund in Essen links 900 retail businesses all over the Ruhr dealing in household goods. You will find more details of these organizations elsewhere in this supplement.

What kind of sales organization?

The fundamental problem for many firms is to decide on the best kind of sales organization for the German market. This is not easy. The answer varies according to the product and the circumstances. The alternatives open are a straight-forward agency, a sales association with a German firm, a sales subsidiary, a manufacturing subsidiary or manufacture under licence. Separate articles in this supplement deal respectively with the problems of an agency and of a subsidiary. But I would urge each firm to explore the market in detail before it decides upon the form of sales organization likely to fit its needs. Whatever arrangement is decided upon must take account of the fact that Western Germany is a very highly regionalized country; one agent cannot cover the whole country unless he has branches or sub-agents in a number of main centres. In many

1

1 Tricel yarn, manufactured by Courtaulds, forms part of Anglo-German trade.

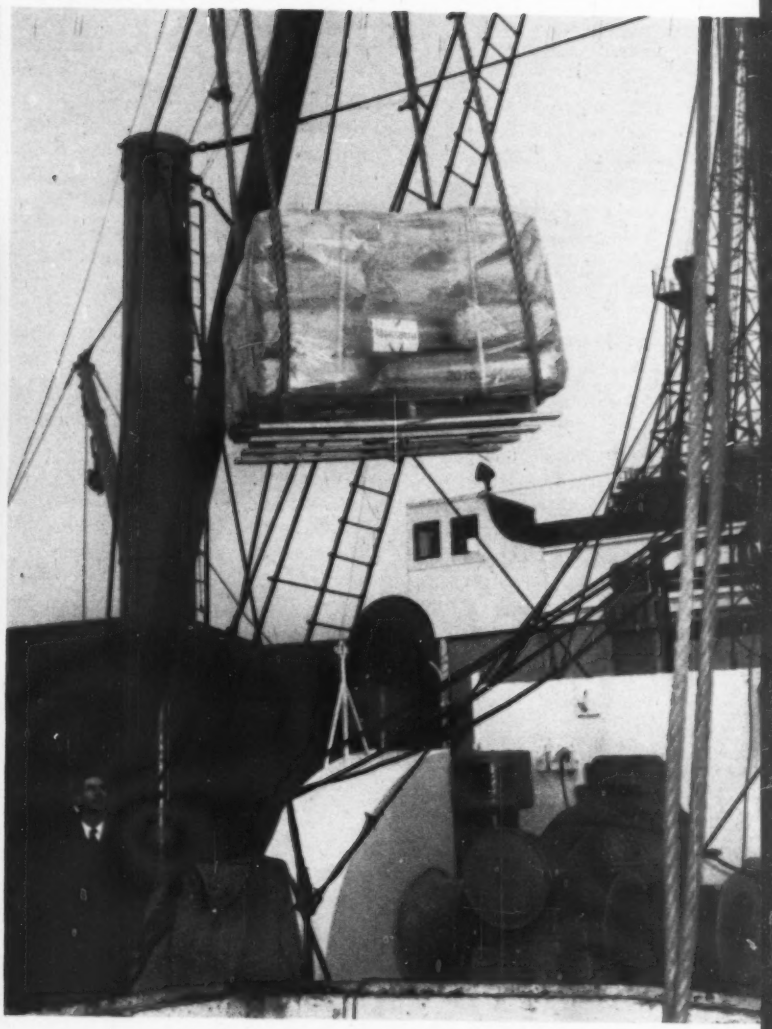
2 This novel roofing for the open air theatre at Ötigheim-Baden, the largest in Germany, was constructed by a British firm.

3 Ilford Sportsman cameras are assembled at the Dacora Kamerawerk factory at Reutlingen.

4 Monsanto chemicals, bound for West Germany, being loaded at London docks.

3

4



2

cases it is wise, before appointing an agent, to test the market and to make personal contact with some of your important potential customers – for example, in the case of consumer goods, the big department stores and joint purchasing organizations mentioned in the previous paragraph.

The Board of Trade, the Embassy in Bonn, our seven Consular posts in the Federal Republic and the Cologne office of the Federation of British Industries are all available to help British firms in ways which are described elsewhere in this supplement. In addition, the private services which are available – banking, insurance, accountancy and transport services – are described in separate articles. Apart from assistance with advice on agencies and on the establishment of companies, the Board of Trade sponsors an extensive programme of collective exhibits at German trade fairs (on which there is a separate article) as well as British Weeks and store promotion schemes. The British Trade Council in Germany, which I mentioned earlier, is by way of being a substitute for a Chamber of Commerce and at present links about 160 British and German firms interested in British trade. It reflects the very great increase over recent years in the number of British firms with a stake in the German market. Finally, trade missions of German buyers to the United Kingdom are arranged periodically and have proved useful means of sales promotion. I have mentioned the carpet mission; other recent missions have included German textile, hardware, and footwear retailers and a mission of wholesalers of agricultural machinery is in prospect.

All these service and promotion schemes are useful auxiliaries to our selling campaign. But if we are to expand our exports to Germany the main need is for United Kingdom firms to get a foot in the market. This means more determined interest in board rooms, more visits by principals – managing directors and export managers – and more personal contact with customers, agents and competitors. To succeed, we must, as an American general once put it, get in fastest with the mostest. For our continental competitors are here already in force, building up their connections with German customers and negotiating inter-industry arrangements. It would be highly dangerous for British industry to await the further development of our relations with Common Market countries before making a move. We should all act on the assumption that, whatever happens, we must, and can, do vastly more business and more varied business in Western Germany than we have done so far; and make dispositions accordingly.

Reciprocal Licence Agreement

Extract from a letter from Urquhart's (1926) Ltd., oil burner manufacturers, to Board of Trade Regional Office.

'Six months ago we decided to concentrate further effort on a determined export drive, in line with the Government's general economic policy.

'The most valuable help which we have received from you has enabled us to make very useful new contacts on the Continent which have yielded enquiries and potential orders. We have also initiated the negotiation of a reciprocal licence agreement with a German company.

'We should like you to know that we greatly appreciate your activities on our behalf, and wish to place our thanks on record.'

Germany's Exports to

by K. H. Berlet, Economic Counsellor at the

During the last decade the Federal Republic of Germany has gradually moved back into the group of leading exporting countries of the world. Because she started from a very low level of foreign trade during the late forties, statistics going back as far as that would show a fantastic rate of growth over a comparatively short period of time. The following table beginning with 1950 gives a more moderate but still impressive picture:

Total exports of the Federal Republic of Germany 1950 to 1961

	in £ million	rate of increase in %
1950	710	
1951	1260	+ 77.0
1952	1435	+ 14.0
1953	1575	+ 9.5
1954	1875	+ 19.0
1955	2175	+ 16.0
1956	2660	+ 25.0
1957	3050	+ 15.5
1958	3140	+ 3.0
1959	3500	+ 11.5
1960	4070	+ 16.5
1961	4550	+ 12.0

Over the period 1950 to 1961 an increase of export trade of more than 500 per cent. had been achieved. A year by year comparison, however, shows that the vigorous upward movement has slowed down considerably after 1956.

The United Kingdom has from the beginning played an important part in the recovery of Germany's external trade, both as a supplier and a customer. Between 1950 and 1961 the value of German goods sold to customers in the United Kingdom multiplied more than five times, rising from £34 million to £190 million per annum. The results for the individual years are as follows:

Exports of the Federal Republic of Germany to the United Kingdom 1950 to 1961

	in £ million	rate of increase in %
1950	31	
1951	74	+ 143.0
1952	81	+ 8.5
1953	67	− 17.5
1954	73	+ 9.0
1955	87	+ 19.0
1956	107	+ 22.5
1957	119	+ 18.3
1958	124	+ 4.0
1959	141	+ 13.5
1960	183	+ 30.0
1961	190	+ 4.0

Germany, outside the Commonwealth the second biggest customer of the United Kingdom after the United States, is now ranking third among the suppliers of goods imported into the United Kingdom market. In turn, the United Kingdom is ranking ninth as a buyer of German merchandise after (1961) France, the Netherlands, Switzerland, the United States, Italy, Belgium

Britain

German Embassy, London

and Luxembourg, Austria and Sweden. Britain's share in Germany's export total is now running at more than four per cent.

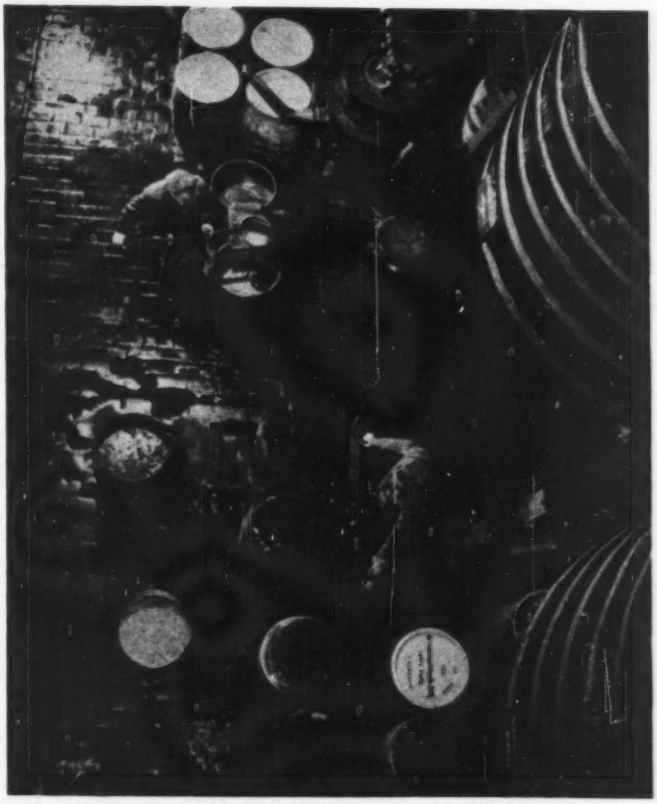
The bulk of Germany's export to Britain is in manufactured goods of all kinds. In 1961 this category amounted to 86 per cent. of the total. Semi-finished goods accounted for eight per cent., foodstuffs and drink for three per cent. and raw materials for three per cent. The basis for this highly diversified kind of exchange of goods between Britain and Germany is the great capacity for growth of trade between highly industrialized nations, a predominant feature in post-war history of world trade.

How the various categories of German goods have sold in the British market over the last four years is shown in the following table:

	1958	1959	1960	1961
		in £ million		
Meat and meat products	1.9	2.1	1.7	1.3
Beverages	1.0	1.1	1.6	3.5
Wool and other hair	0.8	1.0	1.2	0.6
Cotton	1.0	0.7	0.7	0.9
Ore and scrap metal	0.7	0.5	1.7	1.2
Coal, coke	0.1	0.1		
Mineral oil and products thereof	1.1	1.2	1.8	2.6
Chemicals	21.4	24.0	28.4	26.2
Leather and leather goods	0.6	0.8	0.8	1.2
Rubber goods	1.2	1.4	1.7	1.9
Wood and basketware (exc. furniture)	2.5	2.5	2.9	2.8
Paper products	1.2	1.6	2.2	2.4
Cotton yarn and cloth	1.9	2.8	4.0	4.0
Synthetic yarn and cloth	2.0	2.5	2.6	3.1
Other textiles	1.0	1.0	1.3	1.7
Products based on minerals	2.2	2.5	3.2	4.0
Silver, platinum, precious stones, jewellery	1.4	1.1	1.5	2.3
Iron and steel	4.8	5.6	9.4	8.4
Non-ferrous metals	0.9	1.2	3.7	4.6
Cutlery and other metal goods	5.8	5.5	7.2	8.0
Machinery (excluding electric)	38.8	40.5	49.4	56.3
Electrical goods	5.8	7.7	9.3	12.3
Vehicles	4.8	7.4	9.7	11.3
Ships and other craft	11.5	1.8	2.0	5.3
Clothing, footwear, travel goods	1.6	2.2	3.0	3.0
Precision and optical products	5.5	7.3	9.5	7.9
Others	4.5	7.7	8.7	8.7

With almost one-third for machinery (other than electric) 15 per cent. for chemicals, seven per cent. for electrical goods and six per cent. for motor vehicles, this breakdown of export figures suggests an important demand for goods which the United Kingdom produces and exports in great quantities herself. That Britain belongs to Germany's best customers for the same types of products and vice versa is the result of a tremendous specialization in industry which is now able to meet individual requirements in design and technical specifications across national borders on a scale never known before. Within Western Europe this is due to the liberalization of the OEEC which has removed almost all physical restrictions from foreign trade.

The achievements of German exporters in the United Kingdom market are the result of individual efforts by many thousands of firms over these years. Good chances for private initiative and the prospect of a steady and growing turn-over in a safe market have been the driving force behind this development. There is no export promotion campaign nor are there special incentives to encourage sales of German goods in this country. To participate in trade fairs and specialized exhibitions, to have an efficient agent or a company owned sales organization or to co-operate with an importer leads to the success German firms have been able to make on the British market.



Filling barrels with alizarin at the Bayer Works, Leverkusen, for shipment to Britain.

The first contacts established between German and British firms often result from services available from the Embassy's Commercial Enquiry Office in London, or the BDI Secretarial Office, representing the interests of the Federation of German Industries in the United Kingdom. The London Chamber of Commerce with their Anglo-German Section are also rendering assistance in this field.

The competitive position of German industry in world export markets has been somewhat reduced by the revaluation of the Deutsche Mark in March 1961. Where German exporters could not absorb the price increase of five per cent. in foreign currency, sales to foreign customers were adversely affected. A certain stagnation of German exports to the United Kingdom during 1961 and continuing well into 1962 may be partly the result of this monetary measure.

The increase of Germany's export to her continental neighbours over the last three years has been particularly encouraging (Netherlands 60 per cent., Italy 53 per cent., France 38 per cent.). The great potential of Britain's 50 million consumers' market has been and will remain a challenge for Germany's exporting industry.

British Government Services for Exporters

The Government has built up an organization to supply information on many questions to which exporters need answers. The main parts of this organization are:

Export Services Branch
Hillgate House
35, Old Bailey, London, E.C.4
Telephone CITy 5757
Telex No. 25977

Regional Offices of the Board of Trade
(For addresses see page 73.)

Export Publicity and Fairs Branch
Horse Guards Avenue
London, S.W.1
Telephone TRAfalgar 8855
Telex 25955

Export Credits Guarantee Department
Head Office
59/67, Gresham Street
London, E.C.2
Telephone MONarch 6699

Commercial Department of the British Embassy
77, Friedrich-Ebert Allee, Bonn
Telephone Bonn 22021

Consular Posts in Western Germany
(For addresses see map on page 15.)

Export Services Branch can offer advice on selling to an overseas market, whether you already have experience or whether you are breaking new ground. They can say broadly what the market prospects are, the business conditions prevailing, facts about local production and imports and the competition to be met, as well as useful information about local tastes and trading methods. Indeed, the branch can do for you the preliminary research on which to decide whether there is a likely market for your product. The branch cannot offer market research, in the commercial sense, for the individual product of one firm.

Export Services Branch can provide detailed and up-to-date information about tariff and import regulations including not only customs duties, import licensing and quota arrangements, but also about regulations concerning certificates of origin, consular invoices and fees, trade and merchandise marks, imports of samples and similar matters.

There is a separate article (page 38) dealing fairly fully with finding an agent. Export Services Branch can also do a good deal to help with this problem. After consultation with overseas posts, it can suggest the names of persons likely to be interested in acting as agents or representatives and who are known to the overseas post. Usually two or three carefully selected names can be suggested.

Export Services Branch attach particular importance to personal contact between the British exporter and his markets overseas. If anyone intending to go overseas will get in touch either with Export Services Branch, or the appropriate Regional Office of the Board of Trade, he can usually be given background information about the places to be visited. The overseas post will also be notified of the proposed visit and may be able to make the necessary introductions and appointments in advance. Local publicity can also often be arranged when it is required and appropriate.

Free information to exporters

Export Services Branch maintain records of commercial status information about overseas firms. This is available free to British exporters and is particularly useful in showing the foreign firms' suitability to act as a representative of a British exporter. The information does not cover credit or financial reports since these are better obtained through specialized sources such as banks and credit reporting agencies.

Export Services Branch publish a bulletin giving up-to-date information about export opportunities overseas, such as foreign buyers seeking British sources of supply for particular goods and overseas agents looking for British principals with a view to introducing British goods into their markets. The *Export Service Bulletin* is published three times a week and the annual subscription is ten guineas. Single copies may be purchased separately. Subscription to the *Export Service Bulletin* covers a regular service of economic reports giving general appreciations of current commercial and economic conditions as well as more detailed market reports about the prospects for the sale of particular products in individual countries. A list of market reports is given on page 73.

Regional Officers of the Board of Trade are responsible for the promotion of exports in their regions. They have established an extensive personal connection with firms in their areas and are always willing to arrange visits to firms who need help in their export activities. They work closely with Export Services Branch and broadly speaking provide in the regions a similar service to that provided by Export Services Branch generally.

The services of the Commercial Department of the British Embassy in Bonn and of the seven British Consulates-General in the Federal Republic and West Berlin are available for the assist-

A British-made tractor, equipped with foreloader and trailer, at Fritzlar, Hesse.

Greatly used in German municipal work is the Massey-Ferguson industrial tractor combined with digger and loader.

A combine harvester, fitted with a Perkins four-cylinder diesel engine, working in north Germany.

ance of British firms in a variety of ways. The British Consular posts are at Hamburg, Berlin, Düsseldorf, Hanover, Frankfurt, Stuttgart and Munich, and at each post there are officers specifically concerned with commercial work. On any matters affecting the whole of the Federal Republic, inquiries should be addressed to the Embassy, but inquiries relating to individual regions are best channelled to the appropriate Consular post. An indication of the areas covered by each post is given in the map on page 15.

Some of the services provided by the Embassy and Consular posts are: assistance in finding agents, the supply of market information and lists of wholesalers, importers, etc., the elucidation of tariff and customs problems, advice in connection with the setting up of subsidiary companies, advice on commercial disputes, inquiries regarding German firms, and assistance in the organization of particular trade promotion efforts such as trade missions. More information about some of these matters, in particular agencies, the establishment of companies and exhibiting at trade fairs, is contained in special articles included in this supplement. Apart from advice by correspondence, the Embassy and Consular posts receive a regular flow of British business visitors who require advice and assistance in making contact with trade channels in Germany. Apart from the services of commercial officers, the British exporter may also call upon those of the information officers at the Embassy and the Consular posts, for assistance in publicizing his products, or general advice on publicity matters. A special article on advertising and publicity appears on page 36.

It should be remembered, of course, that a vast amount of general information is available in London and a preliminary inquiry of Export Services Branch would be appropriate in the case of general inquiries. If the information were not available in London, the inquiry would be referred to the overseas post.

Guidance on exhibiting

The facilities for credit insurance are described in the special article by Export Credits Guarantee Department on this page.

The Board of Trade keeps details of important trade fairs and exhibitions to be held abroad and can advise on where goods can best be shown and about the costs and conditions of exhibiting. At some of the larger trade fairs the Board of Trade support British exhibitors by organizing a central British feature and a bureau to deal with trade inquiries. For specialized fairs, of which there are a great many in Western Germany, the Board often works with trade associations to provide an exhibit allowing space for individual firms.

The Export Publicity and Fairs Branch of the Board of Trade works closely with other departments, particularly the Central Office of Information, to provide editorial publicity for British manufacturers in newspapers and magazines abroad and to arrange showings of trade promotion films.

Advice for businessmen

The Board of Trade issues several publications of interest to exporters. Apart from the *Board of Trade Journal* and the *Export Service Bulletin*, there is a series of booklets called *Hints to Businessmen* giving practical advice about business trips abroad. The booklet relating to the Federal Republic of Western Germany may be obtained free of charge from the Board of Trade Directories and Notices Section, Horse Guards Avenue, London, S.W.1, or from Regional Offices of the Board of Trade.

For other publications on exports see page 72.

Credit Insurance – the services of Export Credits Guarantee Department

'Credit insurance for West Germany? Pay money for nothing?' may still be the reaction of some exporters. But though West Germany is rated one of ECGD's best risks (with premium rates correspondingly low), such risks, nevertheless, exist – as, indeed, they exist in the British domestic market.

Only recently the second-largest West German manufacturer of hosiery became insolvent following a price war with the market leader. One Leicester policy-holder has been paid £177,000 by ECGD in respect of this single insolvency, and has a claim for a further £102,000 worth of frustrated exports – which will fortunately be somewhat reduced when the forced sale proceeds are deducted.

In the conditions of competition and expansion which characterize the West German market today, export credit insurance is particularly useful to the British exporter. To confine his trade to existing buyers is to face progressive reduction of his share of the total market – even though his own sales figures over a short period may not draw attention to this. The new buyers who are coming on need to be sought out by the fully competitive exporter; and frequently the volume buyers of the future, when identified, have already been carried by their success to a point where their large turnovers are being borne on an unexpanded capital base.

Detailed information on buyers

In meeting such conditions the insured exporter has a clear advantage. ECGD have sources of information on buyers which are on a scale beyond the scope of even the largest individual exporter. For West Germany alone they have files on over 7,700 importers with whom existing clients are dealing, and are thus well placed to study the buyers' payment performances. For buyers not on their files they have Telex links with their agents in Germany, from whom information can be speedily obtained.

To the exporter this spells the ability to seize export opportunities as they occur, without the usual misgivings that attend the granting of credit to untried buyers. There must, of course, be a limit to the

amount of credit ECGD will cover for a particular buyer: but this is likely to be high in relation to his resources, partly because the efficiency of ECGD's information sources gives confidence based on good control of risks, and partly because ECGD are in business to insure, and, moreover, secure a spread of their risks amongst the business of over 5,000 policy-holders.

More firms value ECGD

The proportion of British exports which are insured with ECGD continues to increase as more and more firms appreciate the importance of export credit insurance, whether as a mere protection against unforeseen losses, as a basis for an expansionist sales policy, or as an aid to bank finance.

Apart from insurance which is negotiated separately for an individual large capital-goods contract, ECGD's cover is based on the principle that the exporter agrees to insure a proper spread of his future business. By far the greater part of this insurance is, in fact, the insurance of the exporter's whole export turnover, although ECGD will insure only the business in a fair group of markets, the good with the bad; he may also exclude such items as sales to subsidiary companies, to United Kingdom merchants, etc.

Under this form of insurance, the exporter puts the names of his buyers to ECGD for a figure of outstandings to be agreed. In the case of the 7,700 West German buyers referred to earlier, any local ECGD branch office is able to agree figures on 4,500 of these 'off the cuff', if necessary by telephone. In respect of all markets ECGD currently receive over 500 of these applications every day. More than half these are cleared within 24 hours, and about three-quarters within three days. Where nothing is known of a new buyer in ECGD or in the City, it is necessary to write or cable to overseas informants: in the case of West Germany the average time for such replies is 4-5 days.

An exporter has been known to say that ECGD insurance is 'a good thing for the small man with no proper experience of exporting'. So far as it goes that is true – but ECGD can also help the large and well-established exporters. Over 150 firms with export turnovers of over £1 million are at present insured with ECGD, and a further three, each with turnover above £3 million, took out policies for the first time in November. At the other end of the scale there are special policies under which a firm with little export business can insure any individual buyer. ECGD can find ways of insuring any sound export business.

Industrial Development in Northern Ireland

In its drive to attract new industry Northern Ireland welcomes foreign firms. One West German firm, Grundig, is already firmly established. The Northern Ireland Ministry of Commerce have recently sent representatives to meet industrialists and officials of industrial organizations in the Federal Republic and have produced a German brochure, now in its second edition, outlining the attractions of Northern Ireland for industrial development – plentiful labour of a high quality, modern factories at low rents and generous non-repayable grants towards investment in plant and machinery.

The Value of Trade Missions to Britain's Exports

by the Export Council for Europe

The Export Council for Europe was formed in November 1960 to help expand British exports to Western Europe. The Council receives financial support from both the Government and industry

West Germany's value as a present and potential market for British goods has been stressed by the Export Council for Europe on numerous occasions during the past two years, and will be given further active attention during 1963.

A fact-finding mission, led by Sir William McFadzean, Chairman of the Council, toured the chief industrial centres in West Germany in May 1961. It returned with a strong impression of opportunity for an expansion of British exports throughout a wide range of products, provided that a serious effort was made by industry. This effort has already begun.

Facts and figures in support of this impression were made widely known in a mission report published at the time, and in subsequent discussion both at the Council's National Convention at the close of 1961 and at many of the 13 regional conferences organized by the Council for exporters and prospective exporters in British industrial centres during 1962. Three Consuls (Commercial) from West Germany attended a number of these Conferences as advisers.

Practical confirmation of German customer interest in British goods emerged from the success of two recent missions, organized or supported by the Council, for groups of retail buyers and observers in the hardware and footwear trades.

The first of these, consisting of 18 wholesalers, manufacturers and retailers representing the German ironmongery trade, visited Britain between October 28 and November 4, 1962, in order to tour stores and factories selling or making products in which they were interested. With the co-operation of the Board of Trade, the Federation of British Hand Tool Manufacturers, the National Hardware Manufacturers' Association, the National Brass Foundry Association and other interests, they visited Sheffield and Birmingham, as well as a number of centres in the London area. British products they inspected included washing machines, cleaners and polishers, fractional horse-power motors, lawn-mowers and hand tools, furniture fittings, cookers and heaters, engineering tools and cutlery.

The delegates were mainly directors or proprietors and represented firms centred in areas from north Germany (Hamburg, Kiel and Bremen) to the Ruhr and south Germany (including Essen, Wuppertal and Heidelberg).

The second mission, consisting of 12 senior members of the Footwear Retail Association in West Germany (including the Director and the President) spent three days from November 26 to 28 on a programme arranged by the British Footwear Manufacturers' Federation aimed at covering the whole range of British footwear, men's, women's and children's. Here the main object of the visit was to obtain an 'image' of the British footwear industry and to examine sales methods and channels of distribution within the trade.

The success of both missions – since confirmed from both sides – has served to strengthen the Export Council's belief in the value of bringing over selected buyers to meet their potential suppliers in this country.

These visits, together with further inward missions planned for 1963, form a useful and necessary preliminary to a programme of promotion for British consumer and consumer durable goods in suitable European markets, which will be one of the Export Council's main future activities. The Council has set up a widely based Consumer Goods Committee, one of whose purposes will be to arrange, in conjunction with the Board of Trade and the Council's sponsoring bodies, for a convincing display of British goods at Weeks and Fortnights in selected Continental cities.

It is hoped that German centres will be among the first to be given consideration.

Looking to Germany

by P. F. D. Tennant, CMG, OBE, Overseas Director of the Federation of British Industries

The Federation of British Industries has always been actively concerned with helping its members – now numbering 8,500 manufacturers and some 300 trade associations – to develop their export trade. Its representatives in about 100 overseas countries play a most important part in helping to solve the great variety of problems raised by members.

The FBI has its own office in Germany. It is sited at Cologne, which enables close contact to be kept with the Economic Minister's Department of the British Embassy at Bonn, so very necessary in the interests of the British export effort to the market of the Federal Republic. Similar close collaboration is maintained with all Consular posts throughout the country. Colonel L. E. A. Parkin, CBE, heads the FBI office and is assisted by Mr. J. F. Parr – and they have their hands very full tackling the enormous and diverse range of functions that have to be accomplished. More and more British firms are showing interest in the possibilities of the German market. Certainly, more service inquiries are received by the FBI upon topics concerning Western Germany than for any other continental market.

Contacts in chief centres

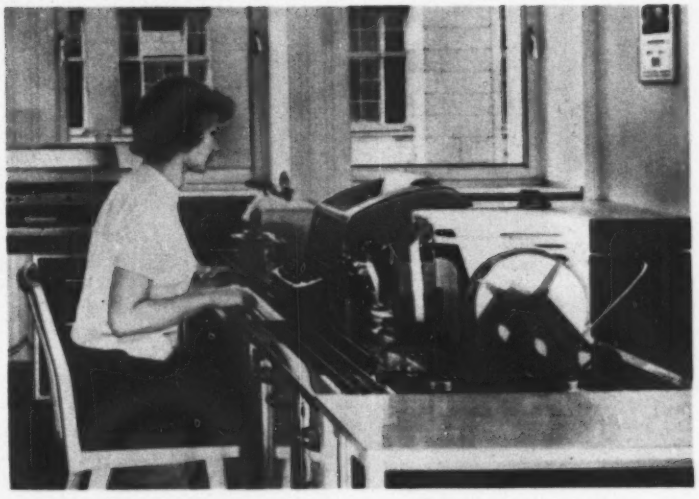
The Federal Republic has no real commercial centre and contacts have thus to be maintained in all the major German cities, including West Berlin. The Cologne office is in constant touch with business developments in these centres. The two office cars log a total of 60,000 kilometres annually on FBI business. Reports on industrial progress, commercial developments and general economic trends are compiled each quarter and sent back to London. In addition, the office supplies information on trade openings and also services member firms by finding agents, reporting on sales prospects and providing lists of potential customers or suppliers, introductions to and appointments with officials and businessmen, status reports on German firms or individuals, as well as German trade journals and statistic material. Other duties include arranging hotel accommodation and the services of interpreters, lawyers, forwarding agents, stand contractors, accountants and consultants in the engineering, advertising, marketing and management fields.

Good coverage is given to all the German industrial fairs. The Cologne office regularly supplies information on each fair and its purpose and both the FBI representatives try to visit them, report on them and give help and advice to British exhibitors. British representation at the main fairs (which are mostly international in scope) has increased considerably in recent years. The many specialized fairs held in various parts of the country provide a useful aid for British manufacturers trying to develop an export market.

The FBI Cologne office enjoys the best of relations with two important organizations: the Bundesverband der Deutschen Industrie (the FBI opposite number in Western Germany), and The British Trade Council in Germany. A friendly and co-operative atmosphere has enabled the FBI to discuss locally with officials of the BDI the many points of mutual interest, for example, matters of industrial and commercial policy, trade effluent, restrictive practices, legislation, taxation and depreciation, East/West trade and development aid. The British Trade Council was formed in 1960 by a committee of British businessmen resident in Germany, under the guidance of the Commercial Department of the British Embassy and the FBI office, which share the secretarial duties of the Council between them. There are now over 160 members; they include not only German branch factories, sales subsidiaries and resident representatives of British companies, but also German importers specializing in British goods. Since it was established, it has prepared a report on means of promoting British exports to Germany and has assisted in the preparation for visits of teams from the Export Council for Europe.

The nub of the FBI Cologne office is the man on the spot. Colonel Parkin has lived in Germany for over 30 years and has very close contact with German officials and the most important Chambers of Commerce and manufacturers' associations. Long and active service has enabled him to make innumerable contacts among leading industrial businessmen. Mr. Parr has spent in all 15 years in Germany and before joining the FBI was a market officer at the British Consulate-General in Düsseldorf.

Used mainly for detecting low level radiation from the human body, this monitor has been designed by Nuclear Enterprises (GB), Edinburgh, for Heidelberg University.



This National-Elliott 803 digital computer is used for structural and civil engineering work at Philipp Holtzmann AG, Frankfurt.

Services Offered by the National Association of British Manufacturers to Exporters to Western Germany

by H. J. Gray, CMG, Director of the National Association of British Manufacturers

A large part of the membership of the National Association consists of small and medium-sized firms and the Export Assistance Department of the organization has been established to cater particularly for their needs in the export field. The Department was founded in 1946 to deal mainly with the day to day problems of members and it soon became obvious that the highly industrialized countries in Europe which were recovering from the effects of the war offered a good market for British plant and machinery as well as for consumer goods. The NABM decided to improve its contacts with these countries in all possible ways and particular attention was paid to West Germany.

At an early date, the Association appointed a special representative in Hamburg who not only had a life-long connection with German industry but also held several well-known British agencies in West Germany. His intimate knowledge of Germany, his wide contacts, his welcome to visitors and his willingness to furnish all the assistance he can to overcome any difficulties which may arise have proved to be invaluable to members of the NABM in their efforts to expand their sales in West Germany.

In addition, the Association has maintained close contact with the Bundesverband der Deutschen Industrie and with other organizations connected with West German trade and industry; by this and other means the organization has been kept informed of important developments and of any new export opportunities which may be available. The Export Assistance Department is in constant touch, both direct and through the ten branch offices of the Association, with members interested in trade with Germany and there is a constant flow of information between the office and members and the Association's contacts both in this country and overseas.

Knowledge of local needs

This steady flow of information and of inquiries of all kinds which is received by the NABM is distributed immediately to the ten branch offices of the Association in the provinces. The branch secretaries, who have a wide knowledge of local requirements, are speedily able to contact members who are likely to be interested but details of major inquiries are also published in the monthly journal of the organization *The British Manufacturer*. The journal carries a special section devoted to export trade and also publishes from time to time special overseas marketing numbers which include articles on particular markets such as West Germany.

The NABM are, of course, sponsors of the Export Council for Europe and copies of the Council's report on its mission to West Germany were naturally made available to members. The Association's representative in Hamburg attended the conference which the Council held in Eastbourne as one of the group of specialists on West German trade. In this and in other ways, the organization has sought to further the work of the Council and the valuable contribution which it is making in the export field.

As a member of British Overseas Fairs Ltd., the Association has always played an active part in the promotion of exhibitions overseas. In addition, assistance has been given to those trade associations affiliated to the NABM who have participated in trade fairs in West Germany. Among such cases may be mentioned the Industrial Safety (Personal Equipment) Manufacturers' Association who organized with the NABM's aid a stand for its members at the Interschutz Trade Fair in Cologne, and the Surgical Export Group who took part in the International Hospital Exhibition, also at Cologne. Visits have been made to trade fairs in West Germany by the head of the Export Assistance Department which have proved valuable in establishing contacts and collecting information of assistance to member firms, particularly in relation to agents, import duties, documentation, freight charges and other matters affecting export trade with Germany.

Over forty export houses

The NABM has for many years advocated the use of merchant and export houses by small and medium-sized firms and many members have achieved considerable success in Germany by this means. With the growing interest in the possibility of developing exports to Europe, more than 40 export houses are now in a position to sell to the Continent, and some of these firms have now opened branch offices in West Germany. The Export Assistance Department is in close touch with the British export houses and is able to assist members to select the most suitable channels for their particular products in Germany.

Although in this article, attention has been directed in particular to West Germany, it will be appreciated that this is only one of the many export markets with which the NABM is concerned in the interest of its members and of the trade of this country generally. There are special features applicable to each area but the work of the Association in all cases can be summarized briefly – to do anything possible to assist its members and in particular to help them to overcome any difficulties which they may experience in establishing or expanding their overseas sales.

British Chambers of Commerce and Western Germany

by A. C. F. Hay, Secretary of the Association of British Chambers of Commerce

Chambers of Commerce are concerned with helping and encouraging their members whether buying or selling. The services available through them will vary from place to place, dependent upon size and method of working, but such is the link between the Chambers affiliated to the Association of British Chambers of Commerce that the members of Chambers have access to information and advice over and above that available solely from their local Chamber.

U.K. Chambers of Commerce not only have a strong link-up in the U.K., but also abroad, through established British and bi-national Chambers of Commerce overseas and through the network of indigenous Chamber of Commerce organizations abroad.

This is general background. In the context of this supplement the question is what can U.K. Chambers of Commerce do in practical terms to help businessmen develop trade, be it export or import, with the Federal German Republic.

Chambers of Commerce can give full details about such detailed matters as Customs regulations, rates of duty, exchange control, licensing, sources of supply and demand, marking and packing. They will provide advice about the appointment of agents, investment, participation in fairs and exhibitions, and help with translations. Chambers also keep reports of market conditions, but **not** market research, although they can advise about the appointment of suitable consultants in this field.

Many Chambers have Export Groups and, some, Advisory Panels of experienced members willing to use their knowledge and expertize for the benefit of novice traders.

The national emphasis on both 'Exports' and 'Europe' has been encouraged by many Chambers who have organized and helped organize fora and conferences on these subjects. With West Germany, an important market in both contexts, speakers specializing in trade with that area have been in demand and visits to Chambers from the commercial staff of the British Embassy and German businessmen have been warmly welcomed.

It is impossible to list the hundred and one ways in which Chambers of Commerce can smooth the businessman's path; suffice it to say that some 60,000 firms are in membership of U.K. Chambers of Commerce and they have good reason for so being.

Contact at national level

As the national mouthpiece of its 101 affiliated U.K. Chambers of Commerce and as their policy co-ordinator, the Association of British Chambers of Commerce provides the machinery through which contact is maintained at national level with the network of German Chambers of Commerce. The strong link between the Hamburg and London Chambers, referred to elsewhere in this supplement, demonstrates the practical benefits which can accrue to the individual member from the inter-working of such bodies.

It is a commentary on the importance attached by the U.K. Chamber of Commerce movement to developing trade and contact with Germany that probably the strongest bilateral overseas link the Association of British Chambers of Commerce has is with the Deutsche Industrie und Handelstag, with which body there has been a continuous and rewarding exchange of information and delegations over recent years. For example, the Transport and Education Committees of the two bodies have made reciprocal visits in order to study and compare the two systems of transport and education.

Apart from this direct bilateral contact, the Association has 'observer' status on the Permanent Conference of the Chambers of Commerce of the European Economic Community of which the President is the President of the Deutsche Industrie und Handelstag. It is also a sponsor of the Export Council for Europe which includes the Federal Republic as an important area of its 'parish', and is an active member, as are the German Chambers, of the International Chamber of Commerce.

United Kingdom Chambers are well aware of the importance of the German market to their members and are fully equipped to help them to grasp all the opportunities it offers.

Irish Linen Guild

Extract from a letter from the President of the Irish Linen Guild to the Ministry of Commerce, Northern Ireland.

'I have just returned from a trip to Western Germany and now write to you regarding the Irish Linen Guild's successful Exhibition in Düsseldorf.

'The success – and the impact – of this Exhibition was in no small measure due to the outstanding help which the Guild officials received from the various members of the staff of the British Consulate-General in Düsseldorf, and I would be much obliged if you would put our thanks for this assistance before the Board of Trade. During the several months of planning, and at the time of the Exhibition itself, we received from the Consulate-General just the sort of help without which it would have been nearly impossible to mount the Exhibition.'

The London Chamber of Commerce and Anglo-German Trade

by W. J. Luxton, CBE, Secretary of the London Chamber of Commerce (Inc)

The publication of this supplement is further evidence, if evidence were needed, of the growing interest on the part of British businessmen in trading with the German market.

The London Chamber's German Section, which includes some 4,000 companies interested in or trading with the Federal Republic of Germany, is the medium through which the Chamber's contact with its opposite numbers in Germany is maintained. There are within the Federal Republic 81 Chambers of Commerce whose membership is made up of the registered companies within their respective areas and they are thus widely representative of the whole of German industry and commerce.

Recognizing the German Chambers' close contact with the commercial community, the London Chamber initiated at the beginning of 1962 a unique exchange arrangement with the Hamburg Chamber of Commerce. Under this, two members of the secretariat of the Hamburg Chamber were seconded in turn to the London Chamber where their wide experience of German business practice was available to the London Chamber's members. A member of the London Chamber's staff will be visiting Germany early in 1963 to continue this contact.

Despite the harmonization of regulations and commercial practices upon which the Rome Treaty lays so much emphasis, it would clearly be impossible for a British organization to maintain a completely comprehensive up-to-date record of every aspect of German commercial practice. It is clear that the unique relationship which has been set up between London and Hamburg, and within which it is hoped to include ultimately all the major Chambers in Germany, could be of inestimable value by placing at the disposal of the British businessman the accumulated experience of the German Chamber of Commerce movement.

Already in the first stage of this exchange it has been shown that there are many fields in which this joint Anglo-German co-operation can be of very real mutual advantage in providing information about marketing conditions and problems of taxation and company law in the respective countries. The possibilities of the marketing in Germany of many different types of product, the application of patent regulations, the whims of ladies' fashion and even the acquisition of a German exhibit for the British Tramway Museum have all come within the compass of this arrangement in the first year of its operation.

Based on the experience which has been gained so far the London Chamber, in co-operation with the Hamburg Chamber, has now produced a new booklet *Germany – a Survey for Businessmen* which seeks to answer some of the questions about trading with Germany, setting up business there and the ancillary problems such as taxation and company law which are most often of concern to the British businessman.

The London Chamber believes that its pioneer relationship with the Hamburg Chamber can serve as a pattern to be followed by other Chambers both elsewhere in Britain and throughout the European Economic Community to the advantage of exporters and importers in all parts of Western Europe.

The products of James Robertson and Sons, Dundee, are popular in West Germany.

Trading with Germany—a general survey

by the Secretariat of the British Trade Council in Germany

The recent encouraging rise in our exports to the Federal Republic, and the services available to firms who enter the German market are fully discussed in other articles in this supplement.

How does this work in practice? The British Trade Council in Germany, a body composed of firms and individuals both British and German interested in increasing British exports to Germany, can tell you. It recently conducted a survey among its members to get a general picture of how British firms, covering a wide range of products, were faring and to find out what its members thought were the main impediments to a further increase in our trade with Germany.

Out of a total of sixty-seven replies received to a carefully drawn-up questionnaire, five came from firms in the United Kingdom. Of the remainder, fifty came from subsidiaries of British firms established in the Federal Republic and twelve from independent German firms. Of the sixty-two firms in the Federal Republic, eleven came under the general heading of 'services' (banks, insurance offices, confirming houses, transport services and consultants); the remainder were concerned mainly with importing, distribution and after-sales services, though a number were also concerned with manufacture, or partial manufacture, in the Federal Republic.

Leaving aside the firms concerned with 'services', fourteen of the firms which sent replies dealt with consumer goods, three with light machinery and equipment, seventeen with medium-heavy machinery and equipment, five with motors, motor vehicles, and engines, six with electrical goods (other than consumer products) and eleven with other categories of goods (chemicals, rubber goods, etc.) – a very representative sample of British exporting interests in Germany.

The state of present business

The questionnaire asked about the present trend of business with Western Germany. Over 68 per cent. of the firms answering reported that their business was improving. Some 22 per cent. said that business was fairly static and less than 10 per cent. (five firms) indicated some deterioration. Not all firms gave reasons, but among those who reported a decline, there was mention of conservatism and lack of flexibility on the part of United Kingdom manufacturers.

Among the reasons given by those firms whose business was static were import duties, a shortage of suitable technical representatives, the fact that German industrial production was not increasing at the same rate as previously – this, of course, applies particularly to companies directly supplying German industry – and ever-keen competition. Some firms attributed their lack of expansion to improving German production in their field; another reason given was that buyers were holding back in order to see whether the United Kingdom would join the Common Market.

The comments by those firms whose business is improving underline the points brought out above. Reasons for success are flexibility, quick service and recognition of the importance of becoming known in the market, e.g. through intensive advertising. In the domestic field, an increasing demand for quality goods arising from increased prosperity is reported. Where supplying firms have made an effort to meet the special requirements of individual customers, or of the market as a whole, increased sales have frequently resulted. Increased business is also reported from firms supplying those sectors of industry which are still expanding. The market for consumer goods is growing in Germany but longer term prospects will depend to a large extent on the efforts of the Federal Government and industry to match rising wages with productivity. Investment in sales organizations adapted to the German market, better liaison between United Kingdom firms and agents, offering the right goods at the right price, a general tendency towards more international buying, increasing German costs in some fields, the importance of good contacts, and the development of goods not yet widespread on the German market – all these are cited as considerations on which success can depend.

Competition

Over 80 per cent. of the answers recorded Western Germany as the main competitor – including some foreign manufacturers producing in Germany under licence. Competition from other sources included Italy, (cars, woollens, chemicals, rubber goods, brass manufactures and some machinery) France, (cars, foodstuffs and some machinery) the United States, (chemicals, computers, machinery) Denmark, (foodstuffs) and Switzerland (chemicals).

Comments on German competition included economies from increased production, price cutting and the enormous advertising open to any home industry, more advanced techniques, a strong national industry and excess capacity in some branches of industry resulting in greater drive and harder bargaining. A member expressed the belief that a willingness to pay gratuities can, on occasion, play a part in obtaining business.

Apart from some specialized fields, other competition appeared to come in the main from the Common Market countries, especially Italy. As was to be expected, the bulk of the answers mentioned the tariff advantages enjoyed by these countries but other comments included their ability to meet more easily German tastes and, where necessary, specifications in accordance with Deutsche Industrie Normen (DIN).

Customers' reactions

Traditionally British goods have been of high quality. But German goods have also enjoyed a good reputation and members were asked to assess customers' reactions to their products according to four criteria – price, quality, delivery and, where applicable, after-sales service. About half expressed the opinion that prices were competitive; views on quality, with only one exception, were favourable; almost three-quarters of the answers reported satisfactory delivery times; and only just over ten per cent. said that after-sales service was unsatisfactory.

General remarks were that after-sales service is good where the parent firm collaborates closely with the subsidiary, though one import firm commented that present standards could generally be improved upon. One firm commented that some United Kingdom manufacturers tend to regard late deliveries as normal; another said that this was particularly true if supplies were requested at short notice. On the other hand one answer said that delivery, at least in the engineering industry, is generally better from the United Kingdom than from German competitors.

Quality appears to be satisfactory in general, though no specific items were singled out for special praise. Against this, one firm remarked that German domestic electrical appliances were generally of higher quality than the British equivalents. Unfavourable prices were the result in most cases of the present tariff rates, though one firm also commented that new competitors entering the market frequently lowered their prices in order to gain a foothold.

In the 'services' field, it was remarked that the United Kingdom could often provide services (e.g. confirming houses) unobtainable in Germany. The large resources of Britain's insurance market, coupled with its reputation for integrity were also mentioned as a useful selling point.

Impediments to the expansion of British exports

One of the most interesting parts of the survey concerned the main impediments to a further increase in British exports. Readers of the article may well say, 'But we have heard all this before!' True, most of the points have been stressed repeatedly by the Board of Trade, by the Export Council for Europe, and by other bodies concerned with encouraging exports to Europe and Germany. The fact remains that far too many firms still do not take them to heart. The German market is a large and remunerative one but it is not an extension of the British market and must be handled accordingly.

The majority of members considered that the greatest impediment to further sales was lack of sales literature in the German language. If it is not practicable to have a whole booklet translated from the start then a second best is to have a summary made. The next most important obstacle was said to be the non-use of the metric system and Deutsch Mark quotations. A busy buyer, flooded with inquiries, just cannot take the trouble to work these out for himself. Closely behind these points came the infrequency of visits to the market by trained personnel, insufficient and poor publicity, the lack of observance of customers' detailed requirements, delay in deliveries, and, on occasion, poor after-sales service. Other points raised included non-maintenance of stocks, lack of attention paid to local representatives, lack of participation in trade fairs, and insufficient attempts to keep prices stable, for example, by absorbing duty increases, or paying more attention to the occasionally high retail mark-up of imported products.

Other points mentioned are equally worthy of note. They were the lack of any knowledge of German, however slight, by visiting personnel, and coupled with this, an unwillingness to correspond in German and a lack of understanding of the German business mentality. In some cases, a complacency about the quality of British goods and commercial services was noted; this led to the criticism that there was often a failure to realize that it would cost time, goodwill and money to enter the German market and to realize the importance of the establishment of local sales and service facilities.

Remedial measures

Members were asked for views on what measures could, in their opinion, be taken to increase the flow of British exports. Almost without exception it was thought that British entry into the Common Market would help. A number of firms thought, too, that the Government might consider long-term plans to provide incentives to export, though ideas for such plans were not set out in detail. Again, some firms thought that transport facilities could be improved. A simplification of export procedures and, where necessary, export drawback procedures was also recommended.

These, of course, are points which individual firms can do little about, but a number of suggestions made could be taken up by firms interested in the market. Perhaps the most fundamental point – but one which is often overlooked – is getting to know the market well by personal contacts and visits. It was emphasized that the standard of British representatives was not always of the highest quality and more intensive 'selling' was sometimes needed. Several firms stressed the need to meet German requirements in style and taste. It was also suggested that a co-ordinated advertising campain, financed by industry, would do much to help.

Conclusion

This general and broadly based survey carries a strong lesson for British industry. The majority of British firms already in the German market are continuing to increase their business. There must be room for more British initiative. If certain broad rules are followed there is no reason to fear the result. Many organizations already exist to help exporters and potential exporters with information and contacts. Not least of these are the services provided by the Board of Trade, the Embassy and Consulates, and the Federation of British Industries. But such services cannot sell the goods. That must depend on the hard work and business initiative of individual firms. Perhaps this article will have provided some prods and pointers in the right direction.

Note

The British Trade Council in Germany was set up in 1960 to provide machinery for joint consultation on common problems by businessmen interested in the sale of British goods and services to the Federal Republic. The Council:

(a) acts as a forum for discussion of common problems;

(b) distributes and exchanges information of general value to members;

(c) fosters co-operation and friendly discussions between British and German firms and organizations interested in specific commercial matters connected with the Council's work;

(d) uses all other reasonable means to promote its aims.

Membership, which now stands at over 160, is open to:

(i) firms or individuals resident in the United Kingdom and actively engaged in selling British goods to, or supplying services in, the Federal Republic;

(ii) firms or individuals of any nationality resident in the Federal Republic, a substantial proportion of whose turnover is concerned with goods or services of British origin, or a substantial proportion of whose capital is British-owned.

The Council has full official support. H.M. Ambassador at Bonn is its President, and both H.M. Minister (Economic) at Bonn and the representative in Germany of the Federation of British Industries are ex-officio Vice-Presidents.

Further information and application forms for membership may be obtained from The Secretariat, British Trade Council in Germany, c/o British Embassy, Bonn, Friedrich-Ebert-Allee, 77, Germany.

Exhibiting at German Trade Fairs

by the Commercial Department, British Embassy, Bonn

Trade fairs and exhibitions are highly developed in Western Germany. They are important as shop windows, not only for German customers but for buyers from other countries as well. Nearly all the main fairs are international and the percentage of foreign exhibitors and visitors is high. These fairs are, therefore, an important means of entering or penetrating Continental and other markets which should not be neglected.

German fairs and exhibitions, both the general and specialized events, are run as private enterprises. They are not controlled or subsidized by the Government, although the local authorities – state and municipality – have financial interests, often controlling interests, in fair authorities themselves. The organization and policy for individual specialized fairs are determined with the assistance of an Advisory Council (BEIRAT) on which the local authorities and the trade associations principally interested are represented.

Easily the largest of these fairs and exhibitions is the German Industries Fair in Hanover, which is held every spring and covers all branches of engineering and heavy industry. About 150 individual British exhibitors were present at the last Hanover Fair. The Frankfurt Fair (spring and autumn) also offers a wide variety of goods, in this case mainly consumer goods. Apart from these two, most of the other German fairs are specialized events. A list of the main fairs is given on page 61. Up-to-date details are published regularly in the *Board of Trade Journal* and can also be obtained from the Ausstellungs-und Messe-Ausschuss der deutschen Wirtschaft e.V., Cologne, Habsburgerring 2-12.

During the last three years, collective British exhibits have been arranged, under the aegis of the Board of Trade, at many German trade fairs, with the main object of introducing new firms to the market.

Eight such exhibits were arranged in 1962, as follows:

Cologne International Furniture Fair	January/February
Cologne Household Goods and Hardware Fair	February
Nuremberg Toy Fair	February
Munich International Handicrafts Fair	April
Cologne International Hospital Exhibition	May
Frankfurt Inter-Stoff Textile Fair	June
Cologne Sports Goods Fair (SPOGA)	November

For 1963 tentative plans provide for collective exhibits at the following:

Nuremberg Toy Fair	February 10-15
Cologne Household Goods and Hardware Fair (domestic electric appliances, kitchenware, hardware, etc.)	February 15-18
Offenbach Leather Goods Fair	February 16-21
Frankfurt Spring Fair (carpets and pianos)	February 17-21
Düsseldorf Fashion and Sales Week (IGEDO)	April 17-21
Hanover German Industries Fair (stationery)	April 28-May 7
Munich International Handicrafts Fair	May 16-26
Düsseldorf Interpack Exhibition	May 12-20
Frankfurt Inter-Stoff Fair (clothing and textiles)	May 21-24
Hanover World Veterinary Congress and Exhibition	August 14-20
Cologne International Food Fair (ANUGA)	September 21-29
Düsseldorf International Plastics Exhibition	October 12-20

Apart from these there are many other important specialized fairs where individual British exhibitors have been or will be present in force. For example, there was a group of over 50 British exhibitors at the DRUPA Exhibition of printing and paper-making machinery held in Düsseldorf in May 1962 and an exhibit grouping some 14 British lingerie firms was arranged by British Nylon Spinners Ltd. at the Cologne International Lingerie and Corsetry Exhibition in October 1962.

Trade fairs may not always be the best means of launching a product on the market but there is no doubt about their effectiveness in some cases. The almost startling increase in British exports of carpets and toys to Germany undoubtedly owes much to the collective exhibits which have been mounted regularly at the Frankfurt Spring Fair and the Nuremberg Toy Fair respectively for the past four years, following up the original lead given by the Board of Trade. Other outstanding successes were the British exhibits at the DRUPA exhibition in Düsseldorf last May, in which fifty-seven United Kingdom firms took part, and large sales of a wide variety of printing and paper-making machinery were made to many countries. Another highly successful fair for the British participants was the SPOGA exhibition of sports goods and camping equipment held in Cologne in November last; one exhibitor at this fair told an Embassy representative, 'I have done incredibly good business'. His firm had booked orders from thirteen different countries. Fairs can also be a valuable aid to launching a new product; for example the new germ-killing vacuum cleaner made by Cimex Ltd., of Orpington, was exhibited at the Cologne International Hospital Exhibition in May 1962 and aroused widespread interest in the German press and in public, as well as in hospital circles.

The industrial service of the Central Office of Information, the British information services in Germany and the press services of the fair authorities are available to supplement the resources of the individual firms and trade associations in achieving the

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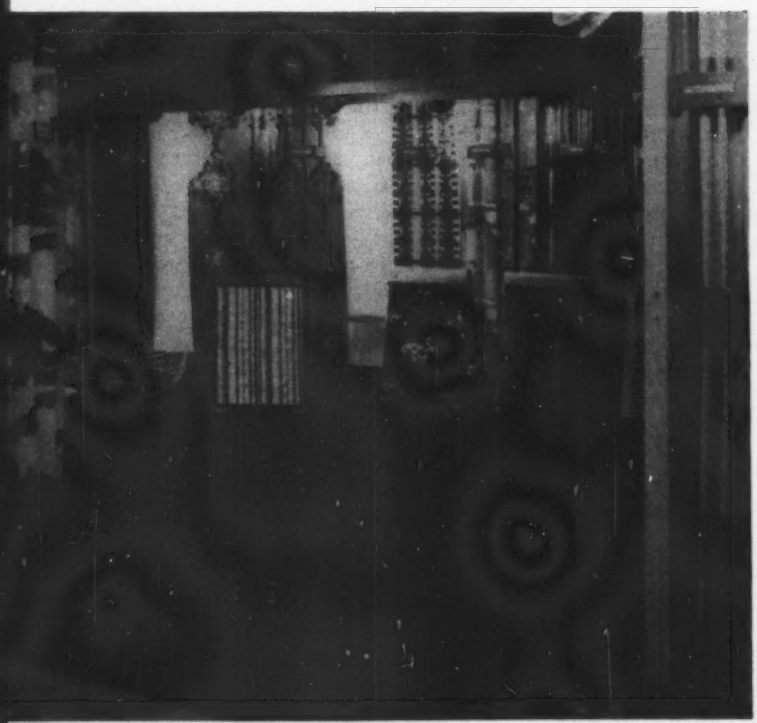
1 In Düsseldorf much interest was aroused by a store display of Irish linen.

2 British cotton fabrics attracted considerable attention through this display by Heal Fabrics, London, at the Frankfurt International Fair.

3 Part of the British exhibit at the International Furniture Fair, Cologne.

widest publicity for British exhibits. The collective exhibit sponsored by the Board of Trade is not considered as necessarily the ideal form of participation in each case; but it undoubtedly has enabled many firms with no experience of the German market, or of exhibiting at Continental fairs, to make a start in this field, and many such firms have subsequently taken space separately and mounted exhibits of their own.

Firms wishing to exhibit on their own at German trade fairs may require advice on the choice of location, on practical details of the building of a stand and dealing with the architects and stand constructors. Apart from the general advice available from the Board of Trade and from the British Embassy and Consular posts in Germany, the German fair authorities will usually be found to be very helpful in facilitating such arrangements. The fair authorities and the British Embassy or Consular posts concerned are also available to assist with any difficulties which may arise in the course of exhibitions. Mention should also be made of the official trade information offices at Hanover and Cologne. A new British information centre was opened on the Hanover fairground in 1962 and will be functioning at each year's German Industries Fair. A small British trade information stand was also inaugurated on the Cologne fairground at the International Furniture Fair in January 1962 and has since been functioning at every trade fair held in Cologne, whether or not there has also been a collective British exhibit. These centres are manned by staff of the British Consulate-General in Hanover and the British Embassy in Bonn respectively. Apart from distributing trade literature of interest to visitors they provide a valuable point of contact between German enquirers, British exhibitors and visitors and the British mission concerned. It should be emphasized that they are not in any way a substitute for a British exhibit but a supplement to it.



Book accommodation in advance

Visitors to German fairs, including representatives of exhibiting firms, should make arrangements to book their hotel rooms well in advance, as accommodation is extremely difficult to find in the main German cities during and immediately preceding a large exhibition. Accommodation in private houses is not always very convenient; nor is a hotel room in a town perhaps 20 or 30 miles away from the fairground. Information about the customs formalities and other requirements in connection with the entry of goods for exhibition at fairs should also be obtained at an early stage. In most cases it is available from the firm's forwarding agents in the United Kingdom.

It may be of interest to mention the congresses and other events which are held in conjunction with the trade fairs. A special feature of each year's Hanover Fair is a 'Day' devoted to a particular group of countries – e.g. Scandinavia, Latin America. The theme for 1963 will be 'The Greater European Market', to embrace other European countries as well as the Common Market area. Conferences of leading statesmen and businessmen will be a feature of the event.

Inquiries about trade fairs in Western Germany should be addressed to the Commercial Department of the British Embassy at Bonn or to one of the British Consulates-General, or to the Export Publicity and Fairs Branch, Board of Trade, Horse Guards Avenue, London, S.W.1.

Advertising and Publicity in Western Germany

by J. L. W. Price, Counsellor (Information), British Embassy, Bonn

German advertising has more than kept pace with the country's industrial output and recent figures show an advertising revenue of £7 10s. 0d. per annum per head of population – a figure which, in Europe, is only exceeded by the United Kingdom, where annual revenue per head is about a pound higher. The total bill for German advertising in 1961 was around £400 million, nearly double the figure of 1957.

In general, the standard of advertising is high, and well-established, experienced advertising agencies in Germany are equipped to handle every aspect of the business. Many leading British agents, of course, maintain branch offices of their own in Western Germany while others have links with German firms. Those who have not yet advertised in Germany would be well-advised to consult their home advertising agents. German advertising is very much in the hands of professionals and any amateur attempts to 'go it alone' in Germany are likely to be both expensive and unproductive.

Specialized readership

As in the United Kingdom, the main media are press and television, but both the structure and the balance are very different. An outstanding feature is the large number of illustrated weeklies and women's magazines. These carry a very high volume of advertising and periodicals of one kind or another account for about one-third of the total sum spent on advertising in Germany. These magazines are, perhaps, the chief medium for consumer goods advertisements. Most are gravure printed, have large sections in colour and often claim a nation-wide circulation of a million or more.

There is no national press with mass circulation as in the United Kingdom. Periodicals apart, there are over 500 daily papers in Germany with a total circulation of over 9½ million. Advertising in this category accounts for 50 per cent. of the total bill as against something like a quarter of the total in Britain. The cost here, however, is very high by British standards when related to the number of readers – in some cases it may be as much as five times as high as in England. The great majority of German papers have a circulation of less than 200,000 and included in the total of 500 are many who sell as few as 20,000, running down even to 5,000 in the case of some smaller local papers.

The lack of a national press is, of course, the outcome of the historical development of Germany which has a long history of regional groupings each with their own special interests. Today Western Germany is a Federal State with a parliament not only in the provisional capital of Bonn but also a Land or state parliament in each of the ten Länder. Although several of the more important papers published in regional centres such as Hamburg, Frankfurt, Munich, Cologne and the Ruhr cities do have considerable influence outside their districts, their distribution remains confined, for the most part, to their own regions. Thus it may be necessary to advertise in as many as ten newspapers to achieve full national coverage, including a paper in West Berlin.

Various publicity media

The trade press in Germany is well worth considering as a useful publicity medium. There is not a single field in industrial, commercial or scientific activity in Germany which cannot claim to have its own trade paper, in many cases two or three, ranging from the news-sheet of a trade organization to the expensively produced illustrated magazines covering whole industries. Editorial standards, on the whole, are very high, with lively interest in developments in other countries and a great deal of space is devoted to British products and achievements. Many of these trade papers are run on a very tight budget and it is therefore only natural that they are keen to obtain advertising from the firms whose products they feature. It is through the trade press with its comparatively small but highly specialized readership in the right circles that British manufacturers are often likely to make the first worthwhile impact, and they will find these papers generous in their editorial support.

The sum spent on television advertising is relatively small, amounting to a mere eight per cent. of the total, as against 35 per cent. in the United Kingdom. The reason lies largely in the fact that radio and television, like the daily press, are run on a regional basis. There is no national broadcasting network for radio or television and under the constitution these are the responsibility of the Land governments, who operate stations covering their own regions. After 8 p.m., however, the stations join together to carry the news (from Hamburg), then a programme which is provided in turn by the different regions. Advertising on German television, and particularly on the Norddeutscher Rundfunk, has a considerable impact on consumers in the eastern areas of the Netherlands. There is no independent commercial television organization and the only TV advertising consists of short spots put out by each of the regional stations between 7 and 8 p.m. These usually run from half a minute to two minutes interspersed with short films. Advertising may account for up to 30 minutes altogether between 7 and 8 p.m. There is no advertising in 'natural breaks' in sound programmes and there are no sponsored programmes. An advertiser would, of course, have to book spots on all eight stations (plus West Berlin possibly) if he wanted to obtain nation-wide coverage. The cost naturally varies with the size of the audience covered but works out at around two guineas per minute per 1,000 viewers –

roughly half as expensive again as in the United Kingdom. Demand for time greatly exceeds supply.

Press and television

In April 1963 a new TV programme is due to start which will transmit on a nation-wide basis. This will be run, not by the Federal Government, but by an independent corporation comprised of representatives of all the Land governments. It has not yet been stated how much time will be given to advertising. There is no intention to open a commercial television service as such, although there are plenty of advertisers who would be eager to use it.

Other forms of advertising exist in Germany as elsewhere, including posters and direct mail advertising. There is an audit bureau of circulation which has been established for many years and there are plenty of experts ready to advise on the best medium for any particular product. Prestige advertising is not generally practised on the same scale as in England but bold advertising as such is regarded as something of a prestige symbol in itself.

The Information Department of the British Embassy in Bonn is always prepared to assist United Kingdom firms, as far as it can, in obtaining publicity for their products and is ready to give advice on any publicity or public relations questions. It circulates publicity material originating from British firms to the German daily, weekly and trade press. Material of this kind on new products or methods is best submitted in English to the Industrial Press Unit of the Central Office of Information in London, who can include it in their bulletins directed to interested countries. The Embassy Information Department also runs a feature service which places articles produced by the COI Features Section with the German press. About half of all the articles which are distributed are on industrial and commercial subjects. Many deal with products displayed by British firms at fairs at home and abroad and are printed by the leading trade papers.

The British Week in Munich June 1963

As already announced in the *Board of Trade Journal* (see issues of September 7 and October 19, 1962) arrangements have been made to hold a 'British Week' in Munich from June 8 to June 16, 1963.

Bavaria has the largest area and the second largest population of any Land in the Federal Republic of Germany. Its capital, Munich, with a population of 1,110,000 inhabitants, is the third largest city in Germany after Berlin and Hamburg. Other large Bavarian cities include Nuremberg (460,000), Augsburg (207,000) and Ratisbon (124,000). The Bavarians are optimistic about their future economic prospects. Unemployment is almost non-existent and savings are steadily increasing.

The 'British Week' was originally proposed by the Munich municipal authorities (who have previously organized French, Dutch and Berlin Weeks). It has the full support of the British Consulate-General in Munich and the Board of Trade.

Both cultural and commercial events will be arranged; it is proposed that during this time the centre of Munich should assume a predominantly British character. Among the cultural events the Huddersfield Choral Society, conducted by Sir Malcolm Sargent, with the London Symphony Orchestra, are giving the first performance in Germany of Benjamin Britten's 'War Requiem'. The Sadler's Wells Opera Company will give performances of 'Peter Grimes' and 'Iolanthe'. A British jazz recital will also be given, and special broadcasts of British music will be made by the Bavarian Radio Orchestra. Negotiations are taking place with British ballet and drama groups, and special contributions will be made by Edinburgh, which is Munich's 'twin city'. It is hoped to arrange screenings of British films.

A British Maritime Exhibition will be mounted in the City Museum, and there will be exhibitions on Coventry Cathedral and of modern British art. The British Council will arrange a British Book Exhibition.

The Board of Trade will make a substantial contribution towards the cost of providing flags and other decorative material for the Week. They also propose to send a London bus to Munich and to arrange for visits by British policemen.

The Board of Trade have already been in touch with a number of British trade associations, especially in the field of consumer goods, about the advantages of participation in the British Week. The British Consulate-General in Munich are asking stores and other commercial organisations to offer facilities for special displays of British goods and to lay in additional stocks both during and after the Week. The British Consulate-General are arranging a pre-Week samples display from March 25-29 in a hall in Munich, when British principals and German agents will be able to show local retailers the goods on offer and any special display materials.

British firms wishing to increase their sales in Bavaria are advised to make contact, either direct or through their local agents, with the British Consulate-General, Akademiestrasse 7, Munich 13 (Tel.: 338245/6/7). United Kingdom firms who consider their products are suitable for this market and who require agents should get in touch as soon as possible with the appropriate Regional Office of the Board of Trade or with the Export Services Branch.

The British Information Services in Germany will be deployed to publicize the Munich Week by supplying news material to the German press, radio and television. Firms who wish to obtain publicity for their products by this means are asked to get in touch with the Export Publicity and Fairs Branch, who will be pleased to give any further information about the British Week at Munich and elsewhere.

Appointing an Agent in Germany

by the Commercial Department, British Embassy, Bonn

Finding an agent to sell their goods is the first step which most British firms consider when approaching an overseas market; but many do not realise the particular factors to be taken into account when appointing an agent in Germany. These were fully reviewed in a memorandum entitled *Seeking an agent in Western Germany* which was prepared by the Commercial Department of the Embassy and published in a supplement to the *Export Service Bulletin* of the Board of Trade in July 1960. This article deals only with some of the main factors to bear in mind.

The first point to note is the highly regionalized character of the German market; West Germany and West Berlin consist of a number of separate states and a number of more or less autonomous economic areas, no area or city being predominant. Consequently, it is impossible for a single agent to cover the whole territory unless he has either a firm with many branches or an adequate network of sub-agents. Moreover, in the case of certain engineering goods such as contractors' plant, where servicing and the supply of spare parts are vital, it will probably be necessary for one or more spares and service depots to be set up. This will of course influence the choice of agent and the area he is to cover. A common arrangement is to have three agents covering the north, south and central areas respectively. The northern area may be covered from Hamburg, Hanover or Bremen, the central area from Düsseldorf, Frankfurt or Cologne, and the southern area from Stuttgart or Munich. However, it must be remembered that about one West German in every three lives in the State, or 'Land', of North Rhine-Westphalia, which also includes the country's main industrial centre, the Ruhr In many cases one agent will have his work cut out to cover this area alone.

Choice of location

The most enterprising firms are now looking at the question of choice of location from the point of view of the Common Market, or even the Western European market as a whole. Düsseldorf, for example, is becoming increasingly important as a Common Market centre. A British firm may, of course, start in the West German market with an agent covering one or two areas only and extend gradually to cover other areas, appointing new agents as may be necessary.

The foreign principal need not concern himself with such matters as trade licences, residence permits, labour permits and income and trade tax problems arising out of the agency. These are the responsibility of the agent, who may be an individual or a firm.

There are various types of agency arrangements, such as commission agents and agents who purchase outright and hold stocks.

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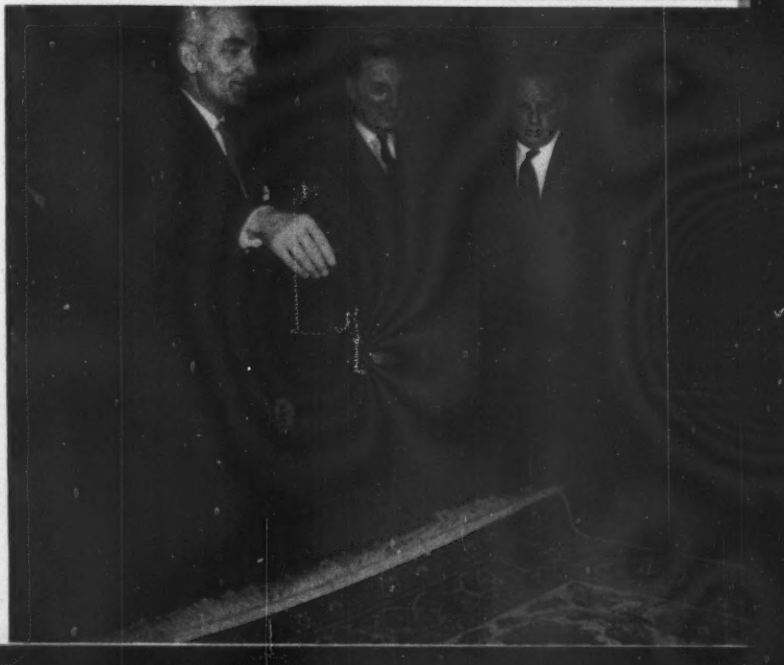

1 The Düsseldorf showroom of Harford Pumps GmbH, agents for Allied Ironfounders.

2 Sir Christopher Steel, former British Ambassador to West Germany, chatting with officials of Carpet Trades, Kidderminster, at a German exhibition.

3 One of several Hebridean designs, this rug produced by Blackwood Morton and Sons, Kilmarnock, is selling particularly well in West Germany.

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Of these the commission basis is the more usual. A large number of German commission agents are members of local groups affiliated to the Central Agents' Union in Cologne (Centralvereinigung Deutscher Handelsvertreter und Handelsmakler Verbände) which reaches its members through its bulletin *Der Handelsvertreter und Handelsmakler*. About 40 per cent. of the members of this association are believed to hold stocks. In some lines, particularly the most popular consumer goods, the holding of stocks in Germany is a prerequisite of any substantial volume of business, and the best way of doing this should be discussed with the agent. For example, goods may be held in official Customs bonded warehouses, or under individual names in bonded stores which may be maintained by an agent or importer.

Potential agents or those trying to interest them in an agency must be supplied with certain basic particulars. These, as specified by the German Agents' Union, are listed in the memorandum referred to in the first paragraph of this article. They include full particulars of the British firm, its products and the type of markets for which they cater, the area to be covered by the agent, any special or technical requirements, details of price expressed in German currency, quantities expressed in German weights and measures, the usual terms of payment and the agent's commission. The U.K. principal should also be ready to say what help he will give by way of an advertising campaign to break into the market. This is of special importance for well-known proprietary goods such as perfumery and cosmetics. In some lines, e.g. heavy machinery and plant, the agent would expect demonstration models to be supplied on special terms.

Door-to-door delivery to Germany of children's shoes manufactured by Arthur Howlett of Norwich has been made by the Pointer Group, the Norwich transport firm, using the recently-formed 'Fastfrate' service.

In concluding the actual agency agreement it is advisable to consider carefully the legal implications and preferably to consult a specialist in German commercial law, which differs considerably from our own. Under German law either party to an agency contract may require that the agency agreement be in writing, and the German Agents' Union mentioned above provides its members with a recommended standard form of contract which is designed to protect their interests. It is important to consider whether English or German law is to apply and the courts of which country are to have jurisdiction. The German Supreme Court has ruled that it is not contrary to the law of the Federal Republic to stipulate in a contract, between a foreign principal and a German agent, that their relationship shall be governed by the laws, and dispute decided by the courts, of the country of which the principal is a national and/or a resident. For instance, under German law an agent has certain rights which may not be the case under other laws. These rights are important and may lead to a **substantial claim to compensation on the termination of an agency** on account of the goodwill deemed to have been built up during the period of the agency.

There are various ways of finding a suitable agent. Banks and Chambers of Commerce in Britain are often willing to try to locate suitable agents for their clients and members through their contacts in Germany. The Federation of British Industries and the National Association of British Manufacturers give similar assistance. Her Majesty's Embassy and Consular posts in Germany carry out a large amount of agency work, on the experience of which the memorandum mentioned in the first paragraph was largely based. Their assistance may be requested either direct or through the Export Services Branch of the Board of Trade, or the appropriate Board of Trade Regional Office. An approach in the first place to the Board of Trade is often useful, because the Board can supply background knowledge and where appropriate arrange for agency action to be initiated in a number of countries.

Employing an agent

Other ways of finding agents are by advertising, for example, in the bulletin of the Agents' Union, or by visits to trade fairs. Some agents maintain stands at these fairs on behalf of several different principals and sometimes the firm's catalogue will give the names of agents for particular types of goods, who might be interested in taking on similar lines. The Agents' Association also has an information stand at the principal German fairs and will arrange contacts between representatives of foreign manufacturers visiting fairs and prospective German agents. The official British trade information stands at the Cologne and Hanover Fairs may also be used. Before concluding an agreement with a prospective agent, two important points should be followed up.

First, an independent report should be obtained on the status of the prospective agent. This may be done through the Board of Trade, the Embassy or the Consular posts concerned, the FBI or banking sources. The Export Credits Guarantee Department holds reports on the credit worthiness of overseas firms.

Secondly, your representative should interview the prospective agent. When he has been appointed, he should be brought back to head office as soon as possible and at frequent intervals to receive the latest information about the products of his principals. There is great competition for the services of efficient agents in Germany. They must have close personal attention to ensure their best services for the promotion of British exports.

Patent Licensing Agreements with German Firms

by the Commercial Department, British Embassy, Bonn

The granting by British firms of manufacturing licences to firms in the Federal Republic, or the taking by British firms of German licences for manufacture in the United Kingdom, are aspects of our trade with Germany which have acquired increasing importance over the last few years. The sale of know-how can be as lucrative as the sale of goods. Some attention is therefore due to it in this supplement.

Licensing agreements

The granting or exchange of manufacturing licences, which usually involves the right to the exploitation of a patent, should normally be a less complicated method of exploiting the market than either of the other two mentioned; for example, in cases where British firms have not wished or have not felt able to establish themselves directly on the German market, many have made licensing agreements with leading German firms, usually in a similar line of business, who would otherwise have been their direct or indirect competitors. Any British firm proposing to take this course should, where a new invention is involved, file an application for a patent in the Federal Republic at the earliest opportunity and, in cases where an equivalent patent application has been filed in the United Kingdom, not later than twelve months from the date of filing the latter. One British manufacturer of bearings, filters and similar products began to make licensing agreements on the Continent several years ago, and in 1961 the German licensees set up a large-scale plant for the manufacture of these products. Incidentally, the licensees employed special purpose machines designed and built by the British firm. In a similar manner, many British firms have taken German licences for manufacture in the United Kingdom. Probably such agreements are most widespread in the engineering field, but they are also being made in the chemicals and textiles fields. In this article we shall consider mainly the granting of a licence to manufacture in Germany.

No particular administrative difficulties are involved in a patent licensing agreement with a German firm there being no special restrictions on licensing agreements, except that the German legislation against restraints on competition limits the use of certain restrictive clauses. Inward and outward payments in connection with patent licensing are also unrestricted. Space is lacking here to enter into all the forms and clauses of a possible licensing agreement, but there is no less variety of possibilities in Germany than anywhere. The main categories, of course, are the exclusive licence and the simple licence, the latter permitting the licensor to grant similar licences to other firms or persons in the licensee's territory, the former excluding this possibility. There are innumerable legal points which may require consideration, such as the question of priority of patents, older patents, subsequent invalidation, secret patents on defence matters and damages. It is assumed that any British firm considering entering into such an agreement would consult specialists on the legal and taxation aspects. The appropriate German professional body in this respect is the Deutsche Patentanwältskammer (German Chamber of Patent Attorneys), Düsseldorf, Hohenzollernstrasse 27/29. Patentanwälte also correspond to patent agents, undertaking the work of obtaining registration of patents with the German Patent Office (Deutsches Patentamt Munich 2, Zweibrückenerstrasse 12).

As regards taxation, it is established German law that the grant of a licence to exploit a patent, trade mark or copyright is an action which is subject to turnover tax, irrespective of whether the licence was granted, or the patent transferred, in the Federal Republic or abroad, so long as the licence or other right is to be exploited in the Federal Republic. The present Anglo-German agreement on the avoidance of double taxation does not cover turnover tax. This agreement does, however, cover liability to income tax on account of royalties paid under licensing agreements. Under article VII, paragraph 1 of the agreement, these royalties are exempt from tax in the Federal Republic if they are subject to United Kingdom income tax, unless the royalty arises in connection with a trade or business carried on by the licensor through a permanent establishment in Western Germany (the latter case will rarely occur).

The German legislation against restraints on competition also affects patent licensing. Exclusive licensing agreements or other agreements in which the freedom of one party is restricted are not invalid in themselves under German law, but only if this freedom is restricted unfairly. An agreement may also be declared ineffective in so far as the restrictions it contains would considerably prejudice free competition in the particular line of business. On these and other legal points a competent patent lawyer would be able to advise. (Regulations issued by the Commission of the European Economic Community under Articles 85 and 86 of the Treaty of Rome, which deal with monopolies and restrictive practices, may also affect patent licensing agreements made with German firms. Details of the latest regulations issued in this respect may be obtained from the Board of Trade.)

How can a British firm wishing to grant or take a manufacturing licence find out who would be interested in co-operating with them? Some firms make use of advertising in order to make contact with potential licensors or licensees, either through a firm of public relations and market research specialists, or direct in leading national papers such as *Die Welt* or the *Frankfurter Allgemeine Zeitung*, or in specialized trade journals, of which there is a great wealth in Germany. The bulletin of the Bundesstelle für Aussenhandelsinformation, Cologne, Untersachsenhausen 14-26, carries notices of this kind, and offers from interested German firms appear from time to time in the *Export Service Bulletin* of the Board of Trade. The large banks are often aware of opportunities in this line. The German Embassy in London and the British Embassy and Consular posts in Germany, as well as the offices of the Federation of British Industries and the Bundesverband der Deutschen Industrie, may be able to suggest suitable contacts in particular cases. Mention should also be made of an association grouping 'patent consultants' in Germany. This is the Verband Deutscher Patentwirtschaftler, e.V., Berlin-Lichterfelde, Ferdinandstrasse 31. The members of this body act as intermediaries for the exploitation of patent rights notably by locating suitable licensees.

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Transport by Road, Rail and Sea

Transport services between Britain and Western Germany offer traders and manufacturers a wide choice of routes and methods. While shipping provides the indispensable sea links between Britain and the Continent and direct access to many inland ports, the increased use of containers and the development of roll-on roll-off traffic by means of fast and frequent ferries enable much merchandise and machinery to be delivered from door to door and from factory gate to factory gate. One by one the geographic and frontier barriers to free movement are being overcome and broken down. Documentation, for example, has been greatly simplified. The following paragraphs describe some of the latest developments in surface transport; they show that British shipowners and transport operators are ready and well-equipped to cope with all classes of traffic both now and in the foreseeable future.

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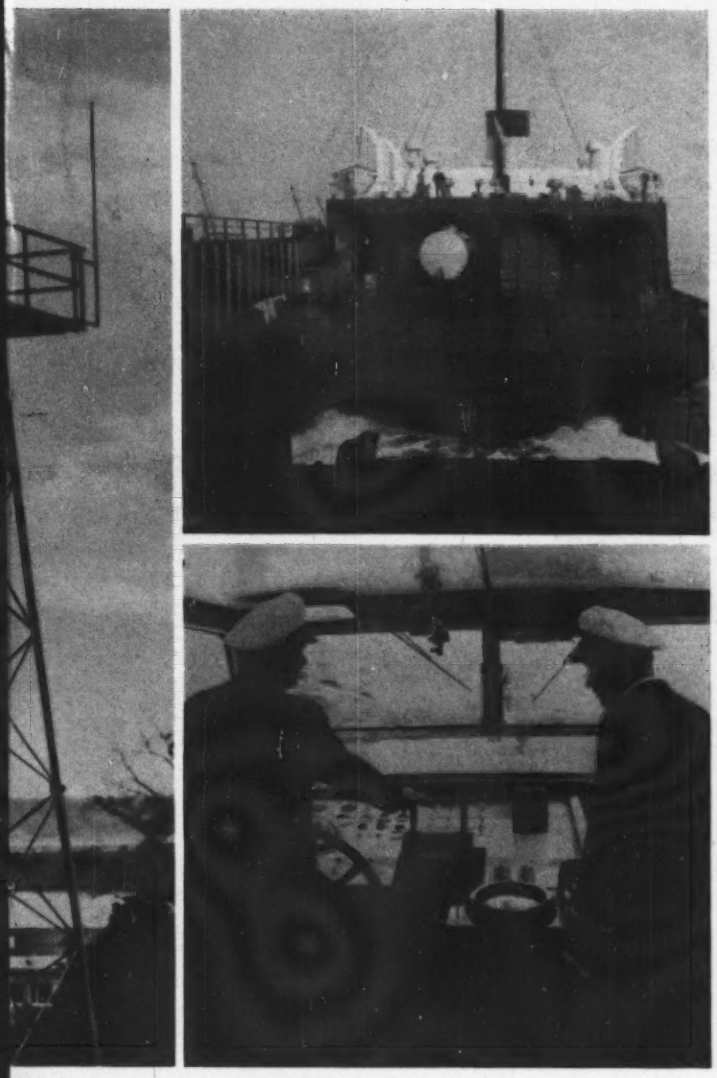

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1 Of the 16,000 barges on the Rhine between Rotterdam and Basle, more than 2,000 are already fitted with Petter aircooled diesels.

2 Various German airports possess Decca weather radar, as seen here at Frankfurt.

3 The Harwich train ferry facilitates the movement of goods from British factories to Germany without transhipment.

4 The wheelhouse equipment of a modern Rhine police vessel showing Decca river radar.

1.—Shipping

The geography of the United Kingdom has ensured that there is no part far from the sea and a port. The geography of the Federal Republic of Germany, and in particular the vast corridor of the Rhine, has similarly ensured that many parts of the country are directly accessible to sea transport. It is therefore not surprising that trade between the two countries has at its disposal a wide and complex variety of shipping services, and that both British and German shipowners are prominent in their provision. There are at present upwards of 50 liner sailings a week each way between the United Kingdom and the Federal Republic. They provide direct services between coastal ports such as Hamburg, Bremen and the inland ports of Düsseldorf, Cologne, Duisburg-Ruhrort and Mannheim on the German side and more than 15 ports in the United Kingdom. These cover the whole of the United Kingdom and include not only the major ports, such as London, but a number of the smaller ones as well. There are services also between many United Kingdom ports and Rotterdam and Antwerp. Whilst these two ports are not in Germany, they are the gateways to the European river system and handle a good deal of the traffic moving to and from Germany.

In addition, of course, tramps are always available for the carriage of bulk cargoes and other large consignments.

Variety of general cargo

The services cater for general cargo of a startling variety. The commodities carried range from bulk coal and stones and earth, to barley, whisky and other spirits, yarns, metals and their alloys, leather, plywood, plastics, machinery, pharmaceuticals and many others. Many commodities require special treatment: most services carry containers and some companies make available their own containers – including insulated containers – for the use of their customers. Some of the ships have refrigerated space. Heavy lifts are catered for on a number of routes and in London and Hamburg loads of up to 150 tons can be handled.

Flexibility of services

The services provided at present are clearly fairly comprehensive. But one of the main qualities of shipping is the speed with which it can meet new circumstances and new demands. The increasing provision of specialized ships for the carriage of containers is one example of this. Shipping is well suited to meet the requirements of a newly developed industry or a change in the requirements of an existing industry. It can cope equally with the development of industries in new areas, and it is perhaps worth noting that to have a good shipping service an industry need not be near one of the larger ports. The existence of numbers of small ports throughout the country ensures that wherever the traffic arising warrants a shipping service it will generally be possible to provide one , as the smaller type of ship suitable for the United Kingdom – north Germany trade can use many more ports than ocean shipping can.

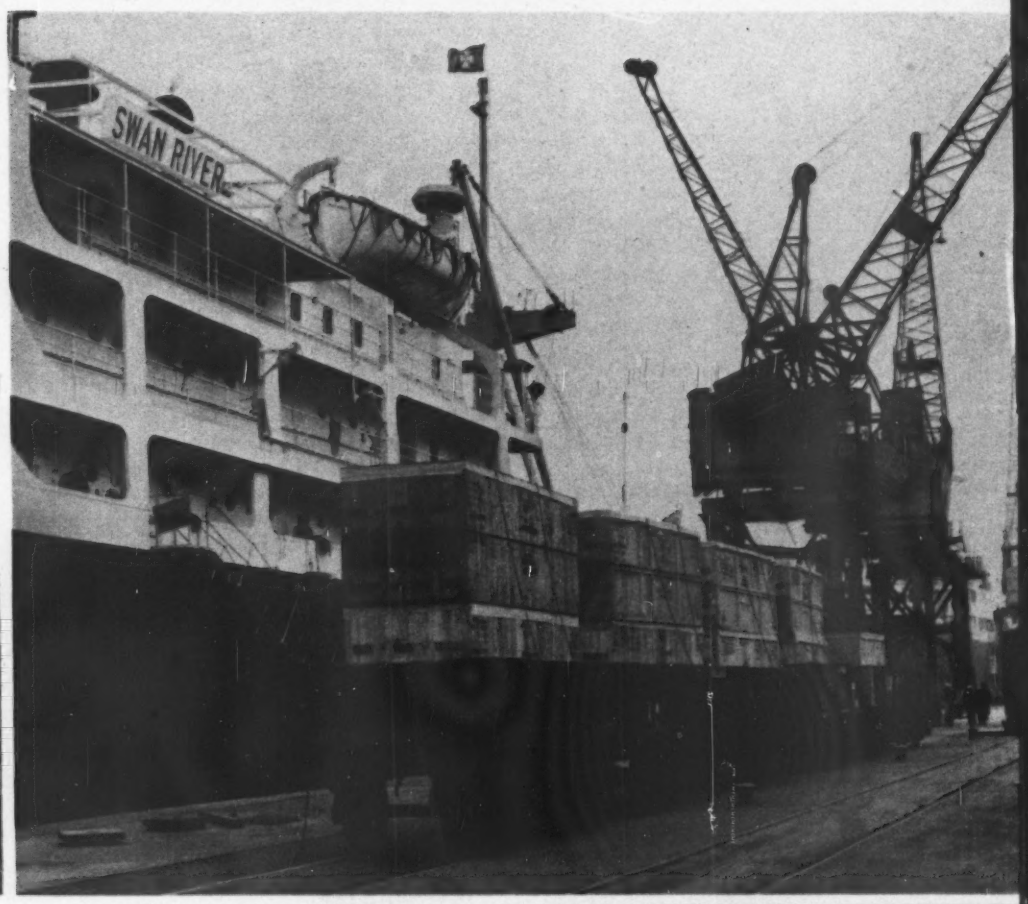
Shipping companies exist to provide a service. Any increase in traffic between the United Kingdom and the Federal Republic of Germany will present them with both a challenge and an opportunity, which they will welcome.

2.—Road transport

An ever-increasing proportion of British exports to Germany as to other European countries is being carried on road vehicles. An indication of the rate of growth of international road transport is given by the fact that in 1956, 360 commercial vehicles left Britain; in 1958 the figure was 1850; in 1960, 2,900; and in 1961, 5,400.

Drive-on drive-off ferry

To a great extent this growth of international road transport has been made possible by the provision of a drive-on drive-off ferry service which enables road vehicles to be used for through journeys without special packaging of the goods they contain. The introduction of this service by the Atlantic Steam Navigation Company between Tilbury and Antwerp in 1956, testifies to the readiness

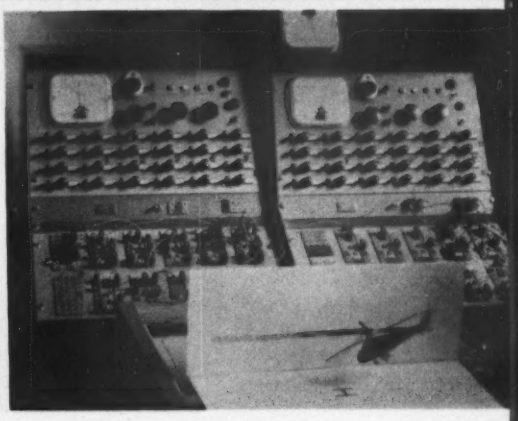


In recent years British car sales to West Germany have increased substantially.

A Boeing 707 air liner of Lufthansa powered by four Rolls-Royce Conway by-pass jets.

The West German army and navy are using Skeeter light helicopters made by Saunders-Roe.

Far Right: Flight simulation for German helicopter pilots is simplified by this Solartron analogue computer.



of shipping concerns to meet new demands. They now carry most of the goods vehicles going into Europe with three crossings weekly to Antwerp and two to Rotterdam.

Most of the traffic consists of trailers. The trailers are generally towed by British tractors in Britain, while an associated company in Holland or Belgium provides towing vehicles on the Continent. On journeys to Western Germany, trailers are sometimes taken over by a new tractor unit belonging to a German firm at the frontier, in the interests both of having a driver with greater experience of the country and of better public relations. Since this method of working involves an arrangement with at least one Continental operator and documentation is required for international transport, the traffic is largely in the hands of a few specialist firms. International traffic for hire and reward is on an appreciably larger scale than traffic carried in firms' own vehicles. British Road Services handle a large proportion of it, while the rest is in the hands of a few independent firms specializing in international haulage.

Difficulties overcome

A number of difficulties have been successfully overcome in opening up this traffic. A coupling system in common use on the Continent has been adopted on British trailers. The regulations

applied by foreign governments to the use of articulated and rigid vehicles have been studied. Most European countries (although the Netherlands is an exception in this respect) require a special permit for commercial road vehicles from abroad. Carriers wishing to go to Germany must apply for a permit to the senior authority responsible for transport in the Land (province) in which the vehicle first enters Germany. In the case of British carriers this generally means the authorities of North Rhine – Westphalia in Düsseldorf. Permits may be granted for single journeys or for a period.

Customs delays have been eased by the TIR (Transport International Routier) Convention, which provides that after goods have been examined and sealed by Customs officials of the country of departure, they may be taken through to their destination without further Customs examination at the intervening frontier crossings. The documentation consists of a TIR Carnet, which is issued in Great Britain by the Road Haulage Association and the Traders Road Transport Association.

While traffic prospects must depend generally on the future volume of trade between the two countries, it is likely that the use of road transport will grow. Operators reckon already to offer a service with many advantages for traders and believe that their standard of service can be still further developed.

3.—Rail ferry

Rail traffic between Great Britain and Germany goes mainly via Harwich and Zeebrugge. Though there was a packet port at Harwich two centuries before the Great Eastern Railway began Continental services, it was the railway which put it on a permanent international trade route, and it is therefore fitting that it should be predominantly a railway port to-day. Its Zeebrugge train-ferry service was the first commercial one between Great Britain and the Continent and has been one of the most important transport links between this country and Europe. Traffic has grown steadily through years when it has shrunk on some other routes. Outgoing tonnage has nearly quadrupled since 1948.

Rolling-stock

In past years, much of the train-ferry traffic was in foreign wagons, conforming to the British loading gauge but considerably larger than the standard British vehicle. Last year saw the advent of large British vans, entirely equivalent to the Continental vehicle, and these, with rail-borne containers, share the very considerable traffic between British Railways and central, northern and parts of southern Europe.

Apart from ferried wagons, much of the trade in small goods is carried in railway containers, making door-to-door delivery quite simple. German Federal Railways make considerable use of road trailers capable of taking large railway wagons to works without railway access.

The present standard British Railways international van for traffic via train-ferry is just under 42 ft. long on a 26½ ft. wheelbase, with a maximum load capacity of 18 tons when running in express freight trains. Access is by a very wide sliding door each side, and the axles run in roller bearings. These vans conform to the regulations as to braking and other running gear of all the foreign railways over which they will pass beyond Zeebrugge.

Traffic

Western Germany is both a large source and a large destination for important traffic, and a particular advantage of the train-ferry service is its convenience in handling heavy machinery and what may be described as 'odd' loads. Finished machinery and components are easily conveyed from factory to factory in twenty-ton wagons or vans.

An example of a constant flow is the movement of diesel engines from works at Peterborough to Harsewinkel in north-west Germany, where they are installed in combine harvesters and other heavy agricultural implements, which in turn are re-exported to many parts of Europe. The engines go out as complete train-ferry loads, special equipment being employed for mounting the engines in the wagons. As many as thirty wagons, loaded up to 15 tons per wagon, are being ferried weekly.

Moving a rolling mill

A special job now in progress is the movement of a rolling mill, its components amounting to at least 3,000 tons, from Duisburg on the Lower Rhine to Etruria in the Potteries. At the time of writing, 1,000 tons of it have been conveyed, the mill being built as the equipment comes in.

Services

There may be as many as three train-ferry sailings daily in each direction between Harwich and Zeebrugge. Turnround is remarkably rapid, the interval between arrival and departure with a full load being sometimes only two hours. Vessels are over 3,000 tons gross, and contain four tracks each on the train deck. All vessels are thoroughly modern, and have radar, Decca navigators, and echo-sounding equipment.

The small exporter, indeed, finds the Harwich service to the Continent of great value. He is immeasurably helped by the close liaison maintained between the various railway administrations through overseas agents, and by the use of internal consignment notes which greatly simplify what was formerly a cumbersome process of documentation.

BEA Germany Going Ahead

by BEA (Public Relations)

The statistics of the commodity trade between the United Kingdom and Western Germany are impressive in the way they reflect increases in trade between the two countries.

They do not, however, include the £5 million worth of invisible exports which British European Airways now provides annually in the form of passenger, freight and mail services between the United Kingdom and Germany.

Also, due to its long record of service on the internal German services to and from Berlin, BEA has become an essential factor in the country's economy. The air services are vital to Berlin and Federal Germany at large, so the position of BEA – which operates a major part of the domestic services – varies considerably from its rôle in other European countries.

As on its international routes throughout Europe, BEA also faces stiff competition from other airlines on the German internal air routes. Nevertheless, all the long-term trends clearly show that BEA in Germany is going ahead.

This brings us to the question: How do you bring in £5 million per year? We have indicated in the above paragraphs that revenue was not just there to be picked up, but had to be earned. And it was earned by providing precisely the sort of service that was needed in a market where the travelling public knows exactly what it wants. What the public wants on the Berlin routes is high frequency and reliability, and BEA provide just that. The Viscount 802, which has been on the German internal services since 1958, is the almost ideal vehicle for the Berlin routes. It has all the speed required on these short sectors and offers a high standard of comfort at low operating cost. In addition, the well-known reliability of the Viscount is an asset of incalculable value under conditions where the air services are a lifeline to more than two million people in Berlin.

Impressive sales revenue

BEA's German services earned £5 million in the 12 months August 1961 to September 1962. During this time the notorious Berlin Wall was built, causing a fall in winter traffic and obliging BEA to reduce its scheduled winter services to Berlin, but by the end of February 1962 it was noticeable that traffic was beginning to regain momentum. Generous provisions were made for this in the summer schedules which became effective on April 1, 1962. The 55 daily movements into and out of Berlin from July 1 to September 15 were an all-time high in the history of BEA operations in Germany, and the public appreciated the effort. Load factors, too, were higher than ever before, and it was decided that from November 1962 to March 1963 all these operations but one should be maintained, i.e., 42 daily Viscount movements. Information available so far indicates this decision was correct, and despite the seasonal winter decline in traffic the load factors are better than last year. By next spring the sales revenue figure should be much more impressive than ever before.

Berlin-Tempelhof is the hub of BEA's internal German operations, the network of which comprises Hamburg, Hanover, Düsseldorf, Cologne/Bonn, Frankfurt and Munich. One of the internal German services ex-Berlin is operated to London via Hanover and Cologne and vice versa, while direct Comet services are operated between London and Hamburg, Düsseldorf and Frankfurt. Munich is linked to the international BEA network by daily Viscount services from London which operate five times a week to Vienna and twice weekly to Salzburg with direct coach connections to winter sport resorts in Austria.

Argosy freighter service

The picture of BEA in Germany would be incomplete without mention of the Argosy freighter service from London to Frankfurt and Düsseldorf which BEA operates in co-operation with Deutsche Lufthansa daily except on Mondays. Since its inception on January 2, 1962, this all-freight service has been extraordinarily successful. This is in no small measure due to the fact that the Argosy is unequalled as an aircraft for freight operations. It carries a payload up to 12 tons and permits simultaneous loading and unloading thanks to the big loading doors at both ends of the fuselage. Loading and unloading of the Argosy is further simplified by the 'Rolamat' system – using floor-mounted roller conveyors – which is fitted to both the loading vehicles and the cargo hold of the aircraft. The goods to be shipped are pre-palletized, and the loaded pallets can be pushed from the loading vehicle into the aircraft by one man with very little effort. This simple loading procedure has proved to be a great asset for punctual and reliable cargo operations.

Financial Services Available to

A collective article based on information contributed by local British

These services can be divided into two major groups:

(i) Banking services and

(ii) Accounting services.

Banking services

The 'Big Three' German banks (the Deutsche Bank, the Dresdner Bank, and the Commerzbank) correspond largely to the 'Big Five' in the United Kingdom and possess a similarly wide-spread branch network. Apart from these, there are numerous regional, private and merchant bankers many of whom specialize in specific industrial and commercial lines. In addition, there are a number of so-called 'foreign banks' (British, American, French, Japanese, etc.) whose operations are, however, mainly directed towards overseas territories, such as Africa and the Far East; these banks are mainly found in Hamburg, Frankfurt and Düsseldorf.

All banks operating in Western Germany maintain close relations with banks in the United Kingdom, not only with the English clearing banks but also with the Scottish banks and with the various private, merchant and Commonwealth banks having offices in the City of London and elsewhere in the United Kingdom. Exchanges of information and facilities can, therefore, readily be arranged to meet all requirements.

Exporters in the United Kingdom wishing to obtain banking facilities in their own name from a bank in Western Germany must comply with British exchange control regulations and they should, therefore, consult their own British bankers before entering into any commitments of this nature.

The German banks themselves are normally ready to offer the usual banking facilities such as current account advances (which in Germany take the place of overdraft facilities in the United Kingdom) commodity advances, import/export finance, bill discounting etc., either to foreign concerns direct, or to local subsidiaries or branches which the latter may establish in the Federal Republic in which case the guarantee of the parent company will probably be called for.

It is rather doubtful whether it would be useful for a British exporter to establish a D-Mark account with a German bank, unless, perhaps, as a merchant, he is also doing business as an importer of German goods. The acquisition of this type of banking facility would require the prior sanction of the Bank of England under current British exchange control regulations.

The position would, of course, be entirely different if the British exporter were doing business in Germany through a German branch office or his own subsidiary company, in which case a D-Mark account relationship with a German bank and the granting of credit facilities by such a bank to the exporter's resident office in Germany would be a perfectly straightforward matter.

The structure of interest rates and bank charges in the Federal

Exporters to the Federal Republic of Germany

and German experts and compiled by H. M. Consul (Commercial) in Hamburg

Republic differs somewhat from that obtaining in the United Kingdom, and is often dependent upon the purpose for which the finance is needed and whether long-term or short-term accommodation is required. Rates in West Germany for current account credit facilities tend to be higher than in the United Kingdom whilst rates for bill discounts compare rather favourably with those in Britain. Facilities for the finance of genuine trade and investment can, however, normally be arranged in Western Germany without difficulty, and should not generally be more costly than in the United Kingdom. Any British firms considering taking up trading relations with the Federal Republic should apply for information and guidance to the foreign department of their own United Kingdom bankers who will be pleased to help.

Normally a transaction may be settled on a documentary collection basis, or through the establishment of a documentary letter of credit by the importer in favour of the British exporter. In the first instance, a German bank will be requested – usually by the exporter's banker – to effect collection by surrendering the shipping documents to the German buyer against cash payment or against acceptance of a bill of exchange. The German bank may also render the British bank concerned an additional service by discounting the draft, particularly if it is expressed in Deutschmarks.

In the second instance, when settlement is to take place under a documentary letter of credit, the German bank involved will be acting for account of the German importer. Should the letter of credit be payable against presentation of documents in Germany – as distinct from being negotiable against presentation of documents with a bank in the United Kingdom – the British exporter, as beneficiary, has the option of sending the documents to the German bank either direct or through the medium of his own banker in the United Kingdom.

Although banking services are not usually extended by German banks direct to British exporters, since these are generally obtained by the latter from their own bankers in the United Kingdom,

Dunlop rubber products—among them liferafts—are exported to the Federal Republic.

indirectly, the German banks place their services at the disposal of the British exporter in their capacity as correspondents of their British banking friends. This co-operation may take various forms and, in the very important preparatory stage, it involves any or all of the following facilities:

(i) Enquiry service – attending to enquiries received with respect to business opportunities offered or sought by traders.

(ii) Information service – procuring, upon request, confidential status reports on the general standing, integrity and creditworthiness of German firms and individual businessmen, always, of course, under the usual reserve, i.e. without responsibilty on the part of the bank.

(iii) Introduction service – discussing with recommended British businessmen the object of their visit to Germany and, if possible, introducing them to suitable business partners likely to be interested in acting for the British exporter as agent or outright buyer.

(iv) Market information service – supplied by some of the larger banks whose economic research departments are often in a position to make available special studies of a particular market or trade, in the form of market or commodity surveys.

Apart from banking services proper, there are other forms of financial services available to the British exporter which are, in fact, much better known in the United Kingdom than in the Federal Republic. The usual services made available by confirming houses have, in the very recent past, been augmented by those offered by the American type of factoring service.

Confirming houses, mainly to be found in the United Kingdom, but of whom at least two maintain offices in West Germany, offer the following facilities:

(i) Orders placed by a British manufacturer's German distributor are confirmed by the London office and the manufacturer is assured that payment will be made at the time of shipment.

(ii) On receipt of documents, bills are drawn by the confirming house London office on the German distributors and the manufacturer is saved a considerable amount of documentation work.

(iii) The British exporter is paid cash at the time of shipment without any recourse, thus obviating the necessity for him to maintain a credit control record on his individual distributors, a matter entirely handled by the confirming house.

(iv) As the exporter is paid cash without recourse, his credit position is unaffected by the contingent liability of export bills discounted which would in all probability be the case if the exporter were granting credit direct.

(v) Employees of the confirming house are constantly travelling in the Federal Republic and are therefore in regular and direct touch with the exporter's distributors, thus enabling them to inform the former of developments which might be of considerable interest to him.

In addition to the above, the confirming house services extend to the checking of invoices to ensure that the goods are exactly as specified in the order, supervision of the packing of goods, arranging for insurance, booking of shipping space, and offering credit facilities to the German importer. Cash is paid to the exporter and credit given to the importer up to a normal maximum of 180 days which is usually enough time for him to dispose of the goods covered by the relative draft and, if necessary, to have discounted the hire purchase paper relating to the merchandise concerned.

Factoring services which, in short, comprise the purchasing of exporters' claims on their customers, are of particular interest to United Kingdom exporters serving a large clientele with relatively small consignments. These services are available from firms in the United Kingdom and from at least one British company in Germany who are associated with an international organization of factors.

Accounting services

Exports of goods and services, from the United Kingdom to Western Germany, normally fall into four categories:

(a) Exports of goods and services, either direct to the customer or through a German agent.

(b) Exports through a marketing subsidiary or branch in Western Germany of a United Kingdom parent company.

(c) Exports of raw materials and supplies through a manufacturing subsidiary or branch in Western Germany of a United Kingdom parent company.

(d) Licence, patent or 'know-how' agreements with a German manufacturer under which the United Kingdom company receives royalties, fees or lump-sum payments.

An exporter of goods, either direct to a customer, or through an agent in Western Germany, normally requires no special acounting services other than those provided by his professional advisers in the United Kingdom.

Where a subsidiary company or branch of a United Kingdom parent company is to be established in Western Germany (or acquired by purchase of an existing company), the advice of professional accountants either in the United Kingdom or in Germany (as well as that of a lawyer) should be obtained on corporate matters and on the very complex tax structure of the country. Auditing services will also probably be required once the company or branch is established or acquired. When a United Kingdom manufacturer enters into a licence, patent or 'know-how' agreement with a German manufacturer, German taxes are normally payable on the proceeds. The incidence of such taxes may depend to a large extent on the form of the agreement entered into and it is, therefore, highly desirable that the advice of professional accountants (as well as that of a lawyer) be sought when drafting the agreement. After the agreement has been entered into the United Kingdom company will usually require a periodic examination of the books of the German manufacturer by professional accountants to enable them to report on the manufacturer's computation of royalty or licence payments.

There are United Kingdom firms of chartered accountants who have offices or associated firms in Western Germany where the above-mentioned professional services can be obtained. The United Kingdom company's auditors may themselves have such an office or associated firm in Western Germany, but if not the auditors can nevertheless readily advise the company of the names of firms which could provide the services required in Germany. The services can also be obtained from qualified German accounting firms (Wirtschaftsprüfungsgesellschaften) and individual tax advisers (Steuerberater).

Further information can be obtained from Export Services Branch of the Board of Trade, the British Embassy in Bonn, the British Consulates, the Federation of British Industries and the National Association of British Manufacturers in the United Kingdom.

Insurance Services in Germany

The West German insurance market, comprising some 300 German companies and over 100 foreign companies, offers insurance on a competitive basis against the usual range of risks.

In principle, insurance is voluntary and a person is free to choose his insurer either in Germany or abroad. (In particular, there is complete freedom for the insurance of goods in international trade.) There are, however, certain exceptions in practice. Amongst insurances which are compulsory are motor vehicle third party liability (the green card system is recognised), aircraft third party liability, certain professional liabilities and accident insurance to aircraft passengers. In some Länder, houses and other buildings are compulsorily insurable with an approved local public institution. If a German resident wishes to place his insurance abroad, he must go direct to the foreign insurer – he may not place the business through an agent, broker or representative in Germany.

British insurance companies have been active in Germany since the 18th century. From the beginning of their activities in Germany, they have not only assisted British firms with the placing of their insurances but have also given similar service to the German economy. British insurers have introduced into the German insurance market the latest types of cover and have an important influence on the German insurance market. The Foreign Trade Law which came into force on September 1, 1961, has facilitated the placing of insurance with Lloyd's underwriters.

Although the activities of British insurers in Germany were interrupted by two great wars, these insurers have, since 1945, returned in considerable numbers and now account for over half the total number of foreign insurers operating there. While many of these companies have restricted their acceptance to marine risks, a considerable number of them have re-commenced underwriting other classes of insurance and, through their agents located mainly in the German seaports, British insurers are once again rendering useful service, especially to subsidiaries of British firms in Germany. The main insurances required by industrial concerns are fire and profits cover and British insurance companies and Lloyd's underwriters are in a position to supply competitive protection for these risks as well as for more specialized types of risk such as machinery breakdown, installation and civil engineering risks.

As a rule, the representation of British insurance companies has been in the hands of old agency firms for many years. These firms are thoroughly familiar with all classes of insurance and this fact, coupled with their knowledge of local conditions, enables them to provide their clients with the best available form of cover.

British firms extending their activities to Germany can expect a good service from the German insurance market. Normally there should be no necessity for them to sever their connections with British insurers. They are advised to find out whether their usual insurers can transact the required insurance. If some British insurers are not in a position to handle a particular type of insurance because they are not authorized in Germany, the British Embassy in Bonn will gladly supply them with addresses and information regarding the nearest agency of insurance companies who are so authorized.

Setting Up a Subsidiary in Germany

This article deals with the setting up of a company of any kind in the Federal Republic by a British firm. This is, of course, one possible way of tackling the German market, other methods being a straightforward agency arrangement, association with an existing German company for sales purposes, or the granting of a manufacturing licence. The best method will vary according to the case, but certainly many firms have found that to make real headway on the German market in their particular lines it was necessary to set up their own organization. The number of subsidiaries set up by British firms has increased considerably over the past few years and their number is now estimated at a minimum of 250.

There are, broadly speaking, two types of subsidiary company, the sales subsidiary and the manufacturing subsidiary. Sales subsidiaries have been set up by some firms previously exporting through an agent. They found that to achieve a substantial volume of business they needed to set up their own sales and servicing organization; this applies in particular to certain engineering products for which a widespread and efficient servicing organization is essential. British firms having subsidiaries of this kind include concerns making contractors' plant, heavy domestic appliances, electronic computers, accounting machines, food processing machinery, prams, motor vehicles, electrical car components and machine tools. The setting up of a manufacturing subsidiary is a much more fundamental step, and apart from the tariff factor, usually means that the firm concerned is convinced of its stake in the market and wishes to rationalize its costs and distribution arrangements. Manufacturing subsidiaries of British firms include those making rubber tyres, agricultural tractors, chocolate confectionery, chewing gum, ready mixed concrete, plastics, shoe polishes, tiles and floor coverings, motor car components and platinum catalysts.

A memorandum entitled *Establishing a Company in Western Germany* has been prepared by the British Embassy and is available from the Board of Trade. It surveys in a general way the many problems involved, including those of company formation, the

deciding on a location and procurement of premises, staff questions, taxation and other matters. This memorandum provides the necessary preliminary information for a firm which is considering the idea of setting up a company. When a decision has been taken it will be necessary to consult a company lawyer regarding the legal formalities, and a firm of tax advisers on the taxation aspects. Many leading British firms of chartered accountants have branches or associates in Western Germany and are qualified under German law to act as tax advisers, while their services may also be utilized by the local subsidiaries of British firms for the auditing of their accounts.

For general advice and assistance the services of the British Embassy in Bonn and the seven British Consulates-General in Germany are available to British firms; the same applies to the representative of the Federation of British Industries. Finally the members of the British Trade Council in Germany, which is described in another article, have expressed their willingness to assist newcomers to the German market in this and other ways.

The form of company adopted depends on the size and the nature of the business. There are various possible alternatives, but in practice most British firms have set up either a private limited company (Gesellschaft mit beschränkter Haftung, or GmbH) or a branch office; the latter is more often the choice of companies providing services such as accounting or insurance. The form of a limited liability company or Aktien Gesellschaft (AG) is as a rule adopted by only the largest firms, and a minimum capital of DM 100,000 is required.

A decision on the location of the proposed company will depend on many factors, which will vary according to the type of company. In some cases the availability of labour, of which there is a general shortage in Western Germany, may be decisive. A survey of the position in various parts of the Federal Republic was contained in a memorandum prepared some time ago by the Embassy and entitled *Industrial Plant Location in Western Germany*. This contains general indications of the position and facilities in various parts of the country for the building of new factories. Another alternative is the renting or purchase of existing premises, and although it is usually difficult to find large premises for rent or sale, there are many medium and small premises available throughout the country.

Questions relating to staff require close study by the firm proposing to enter the market in this way. In many ways the employment and conditions of service of staff, both junior and senior, are very different in Germany from the United Kingdom. To mention only two examples, both senior and junior executives and qualified technical staff will expect to be paid more than their counterparts in the United Kingdom; while social security is an important element in company costs in Germany, and employers' expenditures on this account amount to about 15 per cent. of workers' wages.

The taxation aspect also requires studying before a decision on the setting up of a company or the choice of a particular form of company is made. The important point is that, if a United Kingdom firm forms a corporation in Germany or acquires an interest in such a company (as distinct from setting up a branch office) the German company will be legally independent and on the same basis as any other German company for tax purposes. It should be noted that a Convention for the Avoidance of Double Taxation between the United Kingdom and the Federal Republic has been in operation since 1952 and follows the general line of similar agreements between the United Kingdom and other countries.

A firm's distribution arrangements in Western Germany will not nowadays be decided in isolation, but will, of course, be considered in the light of their plans for the West European market as a whole. Some firms may find that a subsidiary based in another European country may suit their needs better, or they may prefer to rely on direct exports through an agent. However, the British firm which has carefully considered these problems and decided on the venture will find that there are many advantages in choosing the Federal Republic for the site of its subsidiary. For distribution purposes Western Germany is a very favourable location, being centrally situated in relation to the other countries of the Common Market and to Switzerland, Austria and Scandinavia. The general atmosphere is favourable for foreign business, as the Federal Republic pursues very liberal trade policies (there are practically no restrictions on imports of manufactures or raw materials). There is a steadily expanding market for most goods, and foreign companies are usually welcomed and assisted by the localities where they choose to settle. This is illustrated by the experiences of British firms described in accompanying articles. The German company laws are, moreover, more liberal than those of many countries. For example, the directors and managers of a subsidiary company may be foreigners and need not be resident in Germany, and there are no restrictions on the transfer of profits and dividends, or on the extent of the controlling interest held by the foreign parent company. Labour productivity is relatively high, and restrictive practices are unknown, although undoubtedly the universal shortage of labour in Germany, due to full employment and full capacity, is a disadvantage for any new manufacturing plant requiring a large labour force.

The following accounts contain the experiences of four British firms who decided to establish manufacturing units or sales organizations in Western Germany. They might suggest ideas to other firms who may be considering setting up in Western Germany.

Forgrove GmbH, Cologne

In pre-war days, Forgrove wrapping machines were well known in the sweet industry in Germany when they were sold through an agent. After the war a large number of sweet twist wrapping machines were installed by factories putting down new capacity to replace bombed or worn-out machinery. With the growing importance of the German market, the company decided in 1955 that the agents were only selling equipment for which there was an immediate short-term demand and were not investing in the kind of long-term sales promotion that brings orders five years later in completely new fields. The agency agreement was terminated and a company office opened in a modest country cottage near Stuttgart. Stuttgart was chosen for no other reason than that of being the home of the German representative appointed.

The break with the agency put an immediate stop to sales for two years, but the company policy of opening its own office and appointing its own technical representative has since paid off. Today machines are being sold for wrapping the following products: bread, meat, cake, biscuits, frozen food, fish, fresh meat, sausage and cheese, ice-cream, chocolate, sweets, plus a range of miscellaneous products in all sorts of industries. These compensate many times over for the loss sustained when the break was made with the agent.

Right from the beginning it became clear that Forgrove had something special to offer in the bread wrapping field. Demonstrations were made in a simple garage in the Ruhrgebiet and 100 of the owners of the largest bread factories personally invited. Ten machines worth £3,000 each were sold, but it became

clear that special design work would be needed to deal with the extraordinarily wide range of shapes and sizes of bread, and the variation in wrapping materials. An encouraging number of orders for the much modified machine design were obtained in the first year and it was decided to set up a limited company (GmbH).

Economic and geographical logic suggested Cologne as the best site for the new company. It is at the centre of a network of Autobahns and railways, and lies close to the Ruhrgebiet where 13 million Germans live in a dense conurbation. Forgrove took offices near the Autobahn within quick access of the airport. Today, any long-distance bakery delivery van travelling north to south or east to west passes within a mile of the Forgrove premises and can pick up spare parts in an emergency.

In the early years there was tremendous resistance to the price of our machines. It took a long time to persuade clients that this was not due to higher labour costs in England, but to more sophisticated machine design. Clients with 15 or 20 operatives wrapping bread laboriously by hand would often refuse for two years to contemplate an investment which would be repaid within 12 months.

In 1961, total imports of Forgrove wrapping machines into Germany increased from 12 per cent. to 15 per cent. of Germany's total imports from the whole world of the wider category of packaging machinery. On the German market, the sales of this one company almost reached the total sales of its American or Italian competitors. Since there has been a 40 per cent. increase in turnover in 1962, there are good reasons for assuming that despite the general expansion of the market, Forgrove sales exceed the total from competitors of any one nationality. Germany is now the largest market in the world for Forgrove wrapping machines.

Forgrove's first premises in Cologne were small rented offices. The firm started with a staff of three: one salesman, one secretary, one service engineer. Today, ten service engineers are on the road with station wagons and a large stock of standard spares statistically evaluated. A service station has existed in Hamburg for four years, and engineers are now being posted in the Bielefeld and Heidelberg areas. Salesmen specialize in a narrow group of industries and are responsible both for calling on clients and dealing with the office work. It is believed that this method increases the sense of urgency in dealing with clients' problems and eliminates bureaucratic tendencies. The total staff is 30, and the average age is only 32. As a result of confidence in its prospects brought about by regular annual increases in turnover of the order of 40 per cent., the company commissioned the building of new central offices and demonstration premises also near the Autobahn and airport. These were opened in autumn 1961 and there is a standing exhibition of the most competitive Forgrove designs available for tests and sales demonstrations.

Looking back on the progress of the German subsidiary company, which has been very rapid compared with the group's agencies in other countries, two special facts emerge. Firstly, where the process of bringing the articles to the attention of the buyer, gaining his confidence, getting the order and delivering it, is protracted – as in the case of machinery – a company's own employees get much better results than an agent, even though the agent, because he is already established, may very well do more business in the initial period. If a British company, large enough to have its own sales company, does not have the courage of its convictions to invest in sales promotion which cannot show returns before two or three years, how can an agent be expected to have more faith? Secondly, Forgrove attributed its rapid acceptance on the German market largely to persisting with exhibitions and particularly with the specialized trade fairs. They soon found it was insufficient simply to show machinery and follow up inquiries. As much business can be transacted during the fair as in the months following, but this is utterly dependent upon proper pre-publicity.

Exhibiting has become extremely competitive. In most cases buyers can only afford a maximum of two or three days and the number of exhibits is usually too large for them to get right round. If the pre-publicity has not been strong enough, there is a serious risk that one's own exhibits will not be on the 'visiting list'.

The following are our general conclusions:

1. The establishment of a strong subsidiary company maximizes the market.
2. It is useless to attempt to penetrate the market with standard 'bread-and-butter' lines that have been available for years. If good, they will have been copied, and can be sold more cheaply behind a tariff wall. However, where a new design shows significant advance, there is a large immediate market, which should be attacked with the maximum energy, and exploited during the short time a technical lead exists. By creating and then supplying the demand, there is less encouragement to local competitors to fill the gap. Once the market has been consolidated standard lines can be sold.
3. British engineering products are often very much more expensive than their German counterpart. In Forgrove's experience, British machines are then usually far better, and with patience, a market can be created and held. Although British engineering design is in many cases superior, German salesmanship is often more aggressive and more flexible.
4. If you need good salesmen to push your products on the home market you need even better ones to sell in a foreign language. Much of their ability will be needed in selling ideas to the parent company.
5. Times of communication should be cut down by the installation of Telex systems, spare parts should be stocked in Germany and every bit of sales or technical literature should be in German and should preferably be translated or produced by German nationals, even if printed in England.

Ofrex GmbH, Düsseldorf (by D. St. James)

The Ofrex Group of London is one of England's leading manufacturers of office supplies, with its own export companies selling through agents and distributors in over 100 countries. It also runs successful subsidiary companies in Canada and Switzerland, which were established 15 and 10 years ago respectively. Both employ the parent company's method of direct selling to industrial and commercial users. The founding of Ofrex GmbH, the German subsidiary in April 1962 was its first move to gain a foothold in the European Common Market. The company believed that its high quality products would be appreciated in the rich and sophisticated German market.

Ofrex was fortunate in finding a young British executive living in Germany who had already had experience in building up a business of this nature. After a period of product initiation in England, he returned to Germany to set up a direct selling company with full warehouse and service facilities. Düsseldorf was chosen for the head office because 16,000,000 people live and work within a radius of 200 miles, mainly in the industrial Ruhr. Property and

people (especially salesmen) are in extremely short supply. Ofrex was lucky to find an old but distinguished house in the centre of the city, vacant and at a rent not far above those in London – most German property rents are very high. Careful advertising in March brought in candidates for the main headquarters staff – secretary, book-keeper, warehouseman, etc. – who started work on April 1, 1962.

Advertising for salesmen is very expensive in Germany and the wording of an advertisement must, therefore, be designed to attract only the right kind of candidate. Ofrex was able to engage its first eight salesmen during March, working from hotel rooms, and on May 1, 1962, they started training, under one of the German speaking British sales managers from Ofrex London. By June they were on the road. Later, the sales manager of the Ofrex subsidiary company in Switzerland assisted with the training of two groups of salesmen, and with refresher courses. In the meantime a German sales manager was engaged who was trained by the parent company in England, and subsequently in Zurich. There is now a marketing unit operating which makes hundreds of calls daily and serves about 2,000 satisfied customers. These are located primarily in the Ruhr, although the company's coverage extends to other provincial cities.

As soon as skilled personnel is available branch offices will be opened in all the principal cities of Germany, and a sales staff of 100 or so is visualized within the next two or three years. The team spirit which is so prevalent in all Ofrex companies is infectious. It is already very much in evidence in the young German company and automatically brings good customer relationship. Although the German team is young and has only been together for seven months, its spirit of pioneering and co-operation is very noticeable. Regular visiting, demonstrations, solving individual problems – all these help to achieve customer satisfaction and pay dividends when selling high quality products. The German Ofrex company long ago passed its 1,000th customer in Düsseldorf, who was presented with a golden office stapler to mark the occasion.

Unbrako Schrauben GmbH, Coblenz (by Gordon Melville)

When our group decided to come to Germany to manufacture screws, the selection of a site was one of the first considerations. As we had already been selling in Germany for a period to test the market and found our goods acceptable and competitive, we had gained sufficient knowledge to choose Coblenz because of suitability of site, price of land, availability of power, water and other services, and the great encouragement and help given by the town council.

Although the basic plans for the factory were drawn up by our own architect in England, we chose a local consultant who attended to the details of the architecture and supervised the construction. German methods of building are not the same as ours and it is recommended that the specifications for any factory should be drawn up, or at least approved, in England. Our factory is very up to date and has a first class canteen and excellent washroom and shower facilities. The site covers approximately 50,000 square meters.

When we decided to build here we immediately started looking for key-people and as we found them we sent them to England for training in our product, a procedure which proved very successful. This idea was changed when the factory was built and we brought a team to Coblenz to do the training here. This arrangement was not nearly so successful as having them in the English factory beside the old hands. We have found the Germans very willing to do business with British companies setting up here, provided the goods are of a suitable quality and competitive price. The Customs authorities are most helpful and very fair, and we have found that the tax authorities are not completely enveloped in 'red tape'; we have been given every assistance to solve our problems.

Universal-Matthey Products (Deutschland) GmbH, Cologne

The demand for oil products in Europe and particularly in the Federal German Republic has risen enormously both in respect of quantity and quality. Motorists in particular need high octane petrol specially suited to the modern high compression ratio engines. Nearly every refinery in Europe includes in its equipment a unit using platinum on alumina catalyst – a 'reformer' – which is capable of reforming naphtha fractions into high octane fuel, rich in compounds such as benzene, toluene and xylene, which are also useful products for the petrochemical industry. In this field the pioneer process is Universal Oil Products Company's 'UOP Platforming Process'. In 1953 a British company, Universal-Matthey Products Limited, was formed and a factory was set up at Enfield, Middlesex, for the manufacture of the special UOP catalyst under licence.

Soon after it began producing in late 1954 it gradually attracted more and more business from Western Germany, but of course it was on the wrong side of the tariff wall, and endless difficulties began to arise in connection with the high value of the platinum contained in the catalyst. In March 1959 it became clear that Universal-Matthey would have to establish substantial manufacturing facilities in Germany if it was to avoid the risk of losing much of the substantial business built up there.

A pre-requisite was that all the capital should be British owned and that the company should be as far as possible a wholly owned subsidiary of Universal-Matthey Products Limited. One non-German speaking person provided with the services of a German speaking private secretary was deputed to study locations, company structure and law, to make economic studies and detailed recommendations. The area between Wesel and Cologne suggested itself as it was clearly to be, long term, the 'gravimetric' centre of the refineries in the north near Hamburg, the Ruhr and those scheduled for building down the Rhine and near Munich. It also represents the back door to the refineries in Holland and Belgium.

Faced with a problem of this size, the person concerned may be quoted as saying 'I called unannounced at the British Consulate in Düsseldorf and from that point on the problem became easy.' Contact after contact was made – a British Business Men's Club meets in Düsseldorf every month and English speaking lawyers and auditors are to be found there. Each city or town has its person allocated to the problems of industry or would-be industry.

To cut a long story short, Universal-Matthey was welcomed in Cologne and was able to purchase a good site of 20,000 sq. metres from the city which will accommodate its potential growth and diversification over the next few years. Construction was fast – it had to be. Factory buildings and warehouses came first and a prefabricated wooden hut served as an office until well after production was started and sales began. From the search for a suitable site which began in May 1959, only 12 months elapsed before the factory was in production.

The first two trading years ended March 1961, and March 1962 gave entirely satisfactory results and an entirely new addition to make improved catalyst was commissioned in May 1962. All the purchasing in Germany was carried out by the staff of the English company and English operators started up the plant and trained their German counterparts; this has brought major benefits of international thinking right through the staff.

In the demonstration hall of Forgrove GmbH, Cologne, customers can test the suitability of their products for mechanical wrapping.

Selling in Germany

by a leading German importer and distributor of British goods

Much has been said and written about exporting to Germany. Export sales show a continuous rise and have reached a new high level in 1962. More and more manufacturers and exporters are finding this business profitable. It also helps to cushion the effects of a drop in demand in the home market. Less has been said or written on how British goods are sold successfully *in* this important market and little about the buying side in Germany. Firms well qualified to sell successfully to Germany may not have tried or have only made exploratory attempts, and these may have been unsuccessful.

How is successful selling done, and what makes the German buyers buy? What the German customer wants, what he expects – these are the important things. There is an increasing prosperity in Germany, demand is still growing and people are very quality-conscious. Therefore, the best products should be offered; best quality, only this will sell. The buyer expects to see your product, or, at least, a sample of it, when it is offered and he is unlikely to buy from trade literature alone. He, however, expects it to be available and in his own language. The German buyer has little time to spare and expects you to be flexible and quick. Problems and impediments are regarded as *your* problems, and constant attention must be paid to 'trouble-free' deliveries and a good after-sales service. Availability of stocks and supplies of spares is essential.

The advice of your local agent should be seriously considered; and the agent, and with him the customers, should be visited frequently by specialists from the manufacturers. Monthly newsletters should keep the agent informed of what is going on, advertisements should be designed to appeal to local tastes, and participation in fairs and exhibitions will greatly assist in gaining a share of the market. German agents should receive a monthly commission account and expect monthly payment. They get it from their German principals.

In Germany and the Common Market it is widely doubted whether 'Made in Britain' (or 'Made in Germany') is an aid to selling today. Better slogans are 'Original Englisch' or 'Original Schottisch'. Those words have presented the image of good textiles and good whisky for generations. Of even higher sales-promotion value is a 'sign', an image. The Swiss have successfully introduced the crossbow as their national brand mark.

If you have not yet made any sales on the German market make a careful study of it before you start on your first visit. This should be well prepared in advance in your office. The splendid little publication by the Board of Trade, *Hints to Businessmen Visiting the Federal Republic* will be found invaluable. The Board of Trade, the Foreign Office, the Embassy, the Consulates, the Chambers of Commerce and also the FBI and NABM are well prepared to help you.

Trade fairs in Germany should be visited; your customers and competitors are to be found there. The study of German trade

journals will also be an advantage. The design of the products offered will be found of great importance. Be certain that your products will appeal to the local taste; your advertisements should also do so. In many cases it will be found necessary to alter designs which are based on British taste and requirements only. Many German buyers will, of course, be reluctant to buy from the United Kingdom direct and be forced to deal with import formalities, customs and payment in sterling to a bank in Britain. They prefer to deal in German language, pay in German currency into a German bank account, and buy goods that have already been cleared through Customs. This fact will influence the decision on *how to sell*, whether through a branch or subsidiary, an exporting house in London or a local agent. Banks in the United Kingdom and forwarding agents might also be engaged to supply these services at least at the start. As your business grows, however, it may be found more efficient to let your German sales organization decide. They will be able to find the most economic method. This brings us to the question how to establish your sales organization in Germany.

Agency agreements

If you are starting to export to Germany it might be well and efficient to engage an agent or agents. Employing the services of agents would keep the manufacturer from dispersing his efforts too widely and enable him to pay services out of the turnover. Most commission agents are members of the Centralverband Deutscher Handelsvertreter und Makler, with its head office in Cologne and branch offices in every big city. These agents are generally registered companies, and a special section of the German commercial law code deals with this branch of German commercial life. One point which requires study are the provisions for compensation to agents on termination of an agency. The status of a German agent is generally higher than that of his counterpart in the United Kingdom, and so is his commission, which is, however, based on the turnover, on the value of the sales. Whether it is advisable to appoint one agent for the whole of Germany, or one in the north, say, in Hamburg, one in the Rhine/Ruhr area (in Düsseldorf or Cologne), and one in the south, say, in Munich, depends on the products and the number of prospective customers. Big companies of agents might employ sub-agents or travelling salesmen with fixed pay. Good agents are still to be found, but not easily; they might be offered financial assistance for a start, say, up to a year.

Agency agreements should only cover a mutual desire to work together and lay down the basic principles of such an agreement. The remainder must rest on mutual trust and understanding. It must be largely up to the British exporter to establish an atmosphere of confidence on a personal as well as on a purely business basis. The agent must also be convinced that his British principal will back him, listen to him and assist him. British exporters must cultivate in the agent and, of course, in the customer, a sense of assurance that they can provide an answer to any of his technical problems. Only highly qualified personnel from the United Kingdom, visiting the country regularly and speaking at least some German, will give the buyer the assurance that every facility is available to him. Medium-size manufacturers of consumer goods and durables would be well advised to set up an export group, which should be able to offer a complete range to one agent, or buyer, like chain stores, mail order organizations or importers.

If a German buyer places an order with you he expects an acknowledgment of it. This is the legal basis of your sales-contract in case of dispute. The wording and the terms are therefore important. Delivery promises must absolutely be adhered to, the buyer must be able to rely on your promise.

The German buyer likes to 'buy international'; he prefers the foreign product. Buying it should, however, be no more complicated for him than a local purchase. In 1963 and thereafter, successful and profitable exporting, and not only to Germany, will depend on the effectiveness of your export policy and your knowledge of the ever-changing market.

Below: There is an upward trend in export sales of British agricultural machinery. The photograph shows filters, used in tractor lubrication systems, manufactured by Palmer Aero Products.

Right: Riva Film and Television Studios, Munich, have bought equipment from EMI Electronics.

How Manufacturers of Consumer Goods Can Sell to Germany's Big Purchasers

by H.M. Consulate-General, Düsseldorf

Consumer goods to Germany

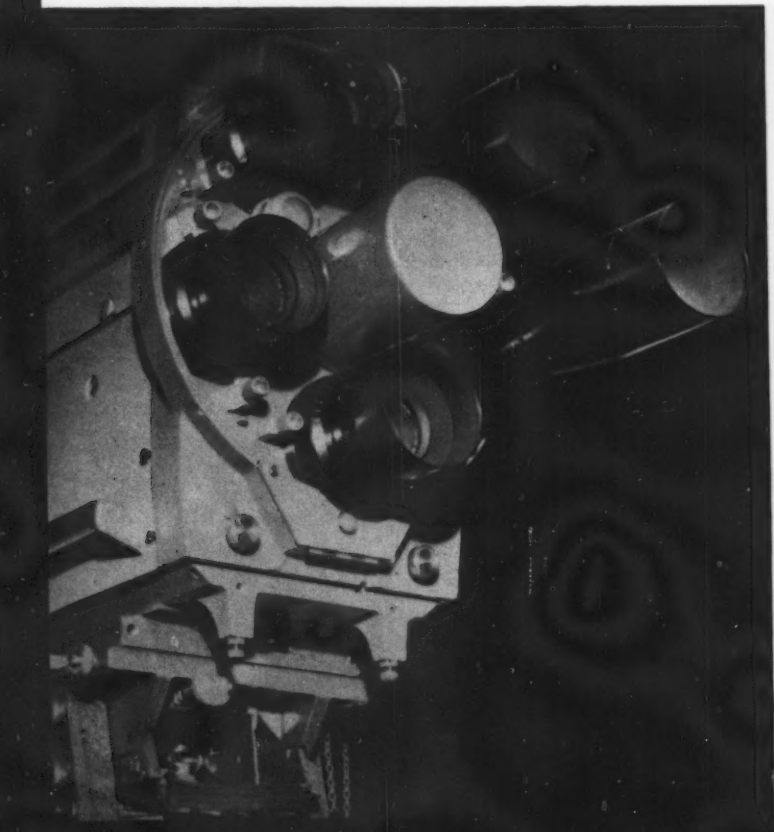
Manufacturers who do not have agents in Western Germany may find it to their advantage to sell direct to German department store chains and large joint purchasing groups (usually called co-operatives). These types of organizations are accounting for an increasing proportion of German retail purchasing. Although they are highly critical of any new offers, in view of the great number of foreign manufacturers competing for business, they are always prepared to study offers of British consumer goods. Fashion trends and increasing purchasing power together contribute to an ever-expanding market. Current consumer demand reflects an increasing interest in foreign goods.

Manufacturers should not hesitate to submit offers to the import departments of both the department stores and the co-operatives. The former sell the usual range of articles to be found in any United Kingdom store of the principal chains, whilst the co-operatives tend to specialize in such goods as textiles, footwear and hardware. Although stores would, therefore, seem to provide the more rewarding outlets, during the last three years the co-operatives, especially those dealing in textiles, have increased their turnover by as much as 40 to 50 per cent. and they should by no means be neglected.

Department stores

There are five main departmental store chains in Western Germany. The following are brief comments on each of these.

Rudolf Karstadt Aktiengesellschaft, 2 Rheinische Strasse, Essen.



This is the largest group of stores in Western Germany with branches in 50 towns. They buy medium class merchandise. Their annual turnover is in the region of DM 1,800 million.

Kaufhof A.G., Sterngasse, Cologne.

Kaufhof are slightly smaller than Karstadt with only 49 shops. They also buy medium class merchandise and are always interested in receiving offers. Their combined turnover is approximately DM 1,600 million.

Hertie Waren- und Kaufhaus GmbH, 45 Pfeilstrasse, Frankfurt.

Hertie have 50 shops with an annual turnover of over DM 1 milliard.

Helmut Horten GmbH, Am Seestern, Düsseldorf.

This firm operates 47 shops under the names 'Merkur' and 'Defaka' with a combined turnover of over DM 1 milliard.

Kepa Kaufhaus GmbH, 78 Schützenbahn, Essen.

Although affiliated with Karstadt, Kepa buy independently in Essen for their 42 stores which are located throughout Germany.

Co-operative buying groups

Numerous co-operatives exist throughout Western Germany, but the following are typical of the most important:

EZ-Textil (Einkaufszentrale Europäischer Textileinkaufsverbände GmbH), 23 Herweg, Stuttgart-M.

This is a central buying office for textiles operating on behalf of a number of other textile co-operatives. They have about 6,000 textile retail members.

Rheinische Einkaufsvermittlung und Beratungsgesellschaft für Textil-Geschäfte A.G., 67 Sachsenring, Cologne.

This buying office, known as Rheintextil, has about 114 members.

Katag Aktiengesellschaft, 4 Stresemannstrasse, Bielefeld.

With the exception of EZ-Textil, this is probably the largest and most important textile co-operative in the Federal Republic. Katag have 180 retail members whose turnover range from DM 1-35 million annually. Katag purchase goods worth DM 50 million annually. Their range of merchandise includes table linen, carpets, ladies', men's and children's outerwear, underclothing, curtains and worsted cloths. Their imports include, for instance, gloves from Italy, printed nylon materials from Italy and Switzerland, carpets and blankets from Belgium and the United Kingdom, socks and stockings from Holland and lace from France.

Grosshandelsgesellschaft GmbH, 15 Gustav-Stresemann-Ring, 62-Wiesbaden.

This firm handles a wide range of clothing and household textiles. It has about 490 members.

Handelszentrale Westdeutscher, Kaufhäuser GmbH, 102-104 *Rheingauallee,* 6-*Frankfurt.*

This group, known as Hadega, has 458 members.

The foregoing are but a few of the leading textile co-operatives; others specialize only in such articles as curtains, furnishing fabrics and carpets. Manufacturers who believe that they have competitive merchandise to offer should write to H.M. Minister (Economic) British Embassy, Bonn, Friedrich-Ebert-Allee 77, for further details. The Embassy or the Board of Trade will also gladly furnish information on co-operatives dealing in hardware, footwear, foodstuffs, etc. It is impossible to name all such organizations in a brief survey. But they are, nevertheless, worth pursuing. To quote one example, Nordsüd-Nürnberger Bund Grosseinkaufsverband GmbH, Essen, Schürmannstrasse 30, (formerly known as Nürnberger Bund) has well over 1,500 members dealing in hardware, household goods and kitchenware, with an annual turnover of over DM 250 million. The Director recently stated that his organization had seldom received offers from British firms. Although they visited the Cologne Hardware Exhibition on numerous occasions they regretted that they had not seen many British goods which could be included in their sales programmes. Unless British firms send them offers, it is to be debated whether they would take the initiative in buying consumer goods from the United Kingdom even though they may be interested.

This is a typical case where an organization willing to consider buying from Britain has been largely overlooked. Italian, French and Belgian manufacturers, on the other hand, appear extremely determined to do business with them. Although many British manufacturers have had dealings with departmental stores, they have nevertheless frequently neglected openings which the central purchasing concerns also have to offer.

How to sell to stores and co-operatives

How should one go about the actual approach to these potential customers? The following advice is offered as proved guidance.

(a) Offers should consist of price lists in DM on either a c.i.f. Rotterdam or German port basis supported by illustrated brochures. It is not always necessary to submit written offers in German when dealing with larger stores but this is advisable when dealing with most of the co-operatives. If it is not possible to work out prices on a c.i.f. basis then forwarding agents should be consulted. Initial offers need not necessarily be supported by samples.

(b) When submitting offers it is most important to make certain that price lists and descriptive literature are clear and accurate.

(c) It is not necessary to call on the stores or co-operatives in the first instance. It is sufficient to send them a detailed offer and then to await their reactions.

(d) If manufacturers decide to visit Germany they should bring with them samples. Businessmen without order books are not welcomed. In most cases interpreters are desired.

This brief account cannot do more than suggest a potentially profitable channel for British manufacturers of consumer goods to tap further markets in Western Germany. But the opportunities are there and both departmental chain stores and co-operative buying groups are anxious to see what the United Kingdom has to offer and to place orders if products fit in with their buying programmes. Personal investigation of the market is the only conclusive method of satisfactorily assessing it. But much useful ground work can be done as an exploratory exercise; and the foregoing suggests some ways in which the potential supplier to Western Germany can make a start.

German Investment in Britain

It is the policy of the British Government to welcome direct investment from overseas in British industry. Britain is herself a large overseas investor; she treats foreign investment in this country as she expects British investment to be treated abroad – that is to say, liberally and fairly.

West German manufacturers with spare capital to invest in new development may have been unable to do so in their own country because neither additional factory space nor labour was to be obtained. What better, then, than to put this spare capital to work in those parts of Britain, called development districts, and in Northern Ireland, where industry is needed and where factories and manpower are available?

These development districts, and Northern Ireland, have reserves of labour (which is readily adaptable) because of the decline of the older, basic industries and of the modernization of other industries. Sites are available in these areas and vacant factories may also be obtained. The British Government and the Government of Northern Ireland encourage both British and overseas companies to set up in these areas and provide, for approved projects, various forms of assistance. These include the building of factories for rent or sale on favourable terms and the provision of financial grants and loans as a contribution towards the cost of establishing the projects. Two German firms who have already set up subsidiaries are Olympia Werke AG and Grundig Radio-Werke GmbH. An article concerning the former appears on page 66 of this supplement, and the establishment of Grundig in Northern Ireland is mentioned on page 25.

To bring these facilities to the notice of West German industrialists, a booklet has recently been circulated in Western Germany called *Ihre neue Fabrik? . . In Grossbritannien.* This gives, in general terms, information about typical manufacturing costs, the choosing of a site, transport services, recruitment of staff, wage rates, social security payments and fringe benefits, education generally and technical education in particular. It also gives information about taxation, company formation and foreign exchange.

This booklet is available, free, from the British Embassy in Bonn or from the British Consulates in Berlin and elsewhere in Western Germany. It may also be had on application to the Board of Trade (I.M.2. Division), Horse Guards Avenue, London, S.W.1.

As an alternative to starting production on their own, West German manufacturers may, if they prefer, either operate in Britain in partnership with established British firms, or arrange to have their goods manufactured by British firms in exchange for a royalty payment. This is considered in more detail in the article on 'Patent Licensing Agreements with German firms' on page 41.

Statistics of Anglo-German Trade

In the following tables, tables 1 and 2 show details of the main items of United Kingdom trade with West Germany; these two tables are based on United Kingdom trade returns. Tables 3 and 4 show total West German trade and the United Kingdom's share in relation to both this total and that of the European Economic Community; the main groups of commodities (according to the Standard International Trade Classification) have been distinguished.

In the period 1957 to 1961 both United Kingdom exports to and imports from West Germany have increased by about 56 per cent. This increase was slightly greater than the 45 to 50 per cent. growth in West Germany's total trade over this period, and for both exports and imports the United Kingdom contributed less than 5 per cent. Of West German total imports in 1957 about a third were manufactured goods, whereas by 1961 these were nearly a half of the total. The main goods imported from the United Kingdom were non-ferrous base metals, electrical machinery, tractors, woollen and worsted woven fabrics. West German exports were predominantly manufactured goods which accounted in 1961 for 90 per cent. of the total. The main exports to the United Kingdom were chemicals, electrical machinery and machine tools.

U.K. exports and re-exports to West Germany showing main commodities

£ million (f.o.b.)

Description	1957	1958	1959	1960	1961	Jan.-Sept. 1962
TOTAL EXPORTS	122·9	140·0	162·8	184·1	193·0	164·9
EXPORTS OF U.K. PRODUCE AND MANUFACTURE	104·2	122·5	142·0	163·4	171·3	147·8
of which:						
Cereals and cereal preparations	1·2	2·5	3·2	3·3	2·8	4·1
Sugar and sugar preparations	1·9	0·8	0·8	0·8	2·0	1·2
Coffee, cocoa, tea and spices	1·2	1·0	1·1	1·2	1·0	0·8
Whisky, Scotch or Irish	0·8	1·0	1·1	1·5	1·7	1·4
Tobacco and tobacco manufactures	1·2	1·1	1·1	1·0	1·1	0·7
Wool and other animal hair and tops	6·3	4·9	4·1	3·9	3·4	2·4
Crude fertilizers, crude minerals, etc.	1·3	1·4	1·2	1·5	1·7	1·4
Metalliferous ores and metal scrap	0·4	0·8	2·5	1·9	2·5	3·4
Coal	2·1	0·7	0·6	1·1	1·4	0·9
Petroleum and petroleum products	2·6	4·7	6·1	8·5	5·4	7·6
Chemical elements and compounds	3·0	3·1	3·3	3·7	3·8	2·2
Plastics materials	0·7	1·3	1·3	1·6	1·3	1·4
Other chemicals	4·8	6·1	6·5	7·9	6·3	6·4
Leather	2·1	2·1	2·2	1·9	2·1	1·3
Rubber tyres and tubes	0·5	0·5	1·0	1·0	0·9	0·7
Paper, paperboard and manufactures	0·7	0·7	1·1	1·3	1·9	1·6
Worsted (combed) yarns	4·7	4·2	4·4	4·7	4·1	2·3
Woollen and worsted woven fabrics	7·4	6·7	7·0	6·5	6·3	4·7
Miscellaneous textile manufactures	2·5	2·7	3·0	3·3	3·5	3·1
Silver, platinum and jewellery	0·6	0·8	0·7	1·4	1·9	1·0
Iron and steel	0·8	2·2	4·7	6·0	5·6	5·9
Non-ferrous base metals	8·7	10·4	14·2	11·2	11·2	8·7
Implements and tools	0·4	0·5	0·7	1·2	1·4	1·0
Aircraft engines and parts	0·2	1·2	1·3	3·5	5·7	4·7
I.C. engines for motor vehicles	0·9	3·3	2·6	3·5	5·4	2·3
Tractors including parts	2·1	2·5	3·4	3·9	6·4	6·1
Office machinery	0·8	1·1	1·2	1·5	1·7	1·8
Machine tools	1·1	0·6	0·7	1·3	2·1	2·8
Laundering and dry-cleaning machinery	1·1	1·0	1·1	1·2	1·5	1·5
Textile machinery	2·5	3·0	2·4	3·6	3·8	1·9
Electric machinery, apparatus and appliances	2·7	3·6	6·1	6·7	8·7	7·0
Cars	1·9	2·1	2·7	3·3	2·8	3·7
Aircraft and parts	1·9	10·2	5·6	1·2	2·2	2·6
Scientific instruments, photographic and optical goods	1·7	1·3	1·8	2·9	3·4	3·4
Musical instruments, gramophones, tape recorders, records, etc.	1·0	1·0	0·8	0·9	0·5	0·3
RE-EXPORTS	18·7	17·5	20·8	20·7	21·7	17·1
of which:						
Coffee, cocoa, tea and spices	1·2	1·3	1·8	0·9	1·6	0·5
Hides, skins and furskins, undressed	7·4	7·0	8·9	8·8	8·9	6·2
Sheep and lambs' wool, raw	2·7	1·8	2·5	2·1	1·2	0·8

Source: U.K. trade accounts.

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U.K. imports from West Germany showing main commodities

£ million (c.i.f.)

Description	1957	1958	1959	1960	1961	Jan.-Sept. 1962
TOTAL IMPORTS	124·5	135·9	144·3	181·5	194·3	143·0
of which:						
Bacon and hams	1·7	1·8	1·9	1·4	1·3	0·8
Coffee, cocoa, tea and spices, etc.	0·4	1·0	1·3	1·3	1·1	0·4
Wine	0·8	0·8	0·9	1·4	1·5	0·9
Hides, skins and furskins, undressed	0·7	0·7	1·1	1·0	1·0	0·7
Wool and other animal hair and tops	1·2	0·8	1·0	1·2	0·8	0·5
Cotton, raw	1·2	1·0	0·7	0·8	0·9	0·6
Metalliferous ores and metal scrap	1·2	0·6	0·5	1·7	0·6	0·5
Animal and vegetable oils, fats, etc.	1·0	0·7	1·0	0·9	1·0	0·4
Petroleum and petroleum products	0·5	1·0	1·2	1·8	4·1	4·6
Chemical elements and compounds	8·7	9·5	9·4	10·9	9·8	9·3
Dyeing, tanning and colouring materials	1·4	1·5	1·5	1·9	2·2	1·8
Drugs, medicines and preparations	1·0	0·8	0·6	0·7	0·8	0·7
Fertilizers – potassium chloride	2·5	3·0	3·1	3·3	3·0	1·9
Plastics materials	3·3	4·2	5·3	6·6	5·4	5·1
Rubber manufactures	1·4	1·2	1·4	1·7	1·7	1·0
Wood and cork manufactures (excluding furniture)	3·0	2·5	2·5	2·9	2·5	1·6
Paper, paperboard and manufactures	0·9	1·2	1·6	2·2	2·3	1·8
Woven cotton fabrics	1·5	1·8	2·7	3·9	4·1	2·5
Man-made fibre yarn and woven fabrics	1·8	2·0	2·5	2·6	2·6	2·4
Miscellaneous textile manufactures	0·9	1·0	1·0	1·3	1·3	1·1
Glass and glassware	0·9	0·9	1·2	1·4	1·4	1·0
Jewellery and goldsmiths' and silversmiths' wares	0·9	1·0	1·0	1·4	1·5	0·9
Iron and steel	7·1	4·8	5·6	9·4	3·6	1·7
Non-ferrous base metals	0·9	1·0	1·2	3·5	2·7	5·9
Implements and tools	2·1	1·9	1·6	2·0	2·1	1·6
Aircraft engines and parts	0·2	0·7	0·5	2·1	3·1	2·5
Internal combustion engines	1·3	1·5	2·0	3·1	2·9	1·4
Agricultural machinery	1·2	1·6	2·0	1·3	1·7	1·6
Office machinery	3·7	4·2	5·4	6·1	6·8	5·8
Machine tools	8·4	6·4	5·7	6·6	9·9	8·5
Mechanical handling equipment	0·7	0·9	0·8	1·2	1·0	1·0
Mining machinery	1·9	2·0	0·9	0·8	1·1	0·7
Paper and pulp mill machinery	1·3	0·9	1·0	1·6	2·3	1·4
Printing and bookbinding machines	2·9	3·2	3·0	4·4	5·1	2·9
Laundering and dry cleaning machines	0·2	0·7	2·5	1·4	0·9	0·6
Textile machinery	2·0	2·4	2·5	3·4	4·4	3·2
Sewing machines	0·7	0·6	0·8	1·5	1·8	0·8
Plastics and rubber-working machinery	0·7	0·8	1·1	1·2	2·0	1·1
Ball and roller bearings	0·7	0·9	0·8	1·2	1·5	1·0
Electric machinery, apparatus and appliances	5·0	5·8	7·7	9·3	10·8	8·6
Cars	1·6	2·1	3·0	4·9	4·9	3·1
Motor bicycles and motor tricycles	2·9	1·2	2·4	2·2	0·9	0·4
Ships and boats	7·1	11·5	1·8	2·0	6·1	0·9
Photographic and cinematograph instruments and appliances	1·5	2·1	2·3	3·0	4·0	2·5
Watches and clocks	0·9	1·0	1·0	1·6	2·0	1·2
Musical instruments, gramophones, tape recorders, records, etc.	1·0	1·4	2·2	1·9	2·0	1·0

Source: U.K. trade accounts

West German imports by main groups of commodities

£ million (c.i.f.)

Description and S.I.T.C. (unrevised) Classification	1957	1958	1959	1960	1961	Jan.-Sept. 1962
Food and live animals (Section 0)						
Total	682·0	638·0	743·9	770·4	833·4	733·0
from United Kingdom	4·8	4·6	5·2	10·0	7·4	9·7
EEC	178·0	166·5	211·0	238·3	278·4	234·3
Beverages and tobacco (Section 1)						
Total	52·9	56·3	55·9	62·3	66·7	72·0
from United Kingdom	0·2	0·2	0·4	0·7	0·9	1·4
EEC	12·4	13·4	14·3	18·3	18·8	22·7
Crude materials, inedible, except fuels (Section 2)						
Total	767·6	630·3	664·7	811·9	813·0	581·3
from United Kingdom	13·4	12·1	13·2	12·3	14·3	12·8
EEC	71·3	60·8	82·3	105·4	111·4	87·2
Mineral fuels, lubricants and related materials (Section 3)						
Total	309·7	267·9	243·3	279·5	310·7	287·9
from United Kingdom	5·8	4·3	7·2	9·5	6·1	9·5
EEC	51·1	42·9	41·8	40·2	35·4	39·5
Animal and vegetable oils and fats (Section 4)						
Total	60·9	46·6	51·0	53·4	52·4	34·7
from United Kingdom	0·6	0·9	2·0	0·4	0·7	0·2
EEC	5·9	4·5	5·1	6·7	6·4	4·8
Chemicals (Section 5)						
Total	81·2	97·2	119·5	162·7	160·6	129·3
from United Kingdom	7·5	9·0	9·8	14·0	11·5	10·5
EEC	24·0	27·4	37·4	51·5	55·8	47·1
of which:						
Chemical elements and compounds (Div. 51)						
Total	29·6	38·3	47·6	70·7	68·8	52·4
from United Kingdom	2·8	2·9	2·8	4·9	4·2	2·8
EEC	8·6	9·7	13·9	21·7	22·9	18·3
Manufactured goods classified chiefly by material (Section 6)						
Total	488·9	527·3	652·1	852·1	894·5	703·8
from United Kingdom	36·5	40·4	51·0	55·4	59·3	45·3
EEC	209·5	231·2	303·6	375·2	405·4	331·4

£ million (c.i.f.)

Description and S.I.T.C. (unrevised) Classification	1957	1958	1959	1960	1961	Jan.-June 1962
of which:						
Woollen and worsted fabrics (Item 653.02)						
Total	30·6	29·5	33·3	37·0	41·4	34·8
from United Kingdom	7·4	7·1	7·7	7·4	7·1	5·6
EEC	20·8	20·4	23·2	27·1	31·4	26·7
Iron and steel (Group 681)						
Total	125·6	147·4	175·0	212·9	201·7	168·6
from United Kingdom	0·8	2·9	6·5	6·5	6·1	7·4
EEC	87·6	102·3	127·5	146·8	139·8	110·5
Non-ferrous base metals (Groups 682-689 incl.)						
Total	114·3	120·6	159·0	222·4	215·5	137·5
from United Kingdom	11·1	12·4	10·4	16·4	18·7	11·4
EEC	19·3	19·1	32·5	40·7	43·2	25·6
Machinery and transport equipment (Section 7)						
Total	157·4	208·4	268·7	344·1	450·5	383·2
from United Kingdom	20·7	27·6	35·0	41·0	52·2	44·9
EEC	45·7	74·5	111·9	137·9	181·8	165·3
of which:						
Aircraft engines (including jet) (Item 711.04)						
Total	1·0	1·5	6·9	8·6	15·3	8·0
from United Kingdom	..	..	..	..	3·9	1·9
EEC	..	..	..	..	2·0	0·1
Internal combustion engines (other than aircraft) (Item 711.05)						
Total	6·5	7·7	12·4	12·8	14·0	11·5
from United Kingdom	..	..	..	..	4·2	2·7
EEC	..	..	..	..	5·3	5·0
Tractors and parts (Group 713)						
Total	2·3	3·2	4·2	5·1	7·9	5·0
from United Kingdom	1·9	2·1	2·8	3·4	5·3	3·7
EEC	0·4	0·8	1·3	1·2	1·9	1·2
Office machinery (Group 714)						
Total	9·6	12·2	15·2	22·1	39·0	32·6
from United Kingdom	0·9	1·1	1·2	1·5	1·7	1·5
EEC	3·3	4·8	7·4	9·4	17·2	16·4
Machine tools for working metal (Item 715.01)						
Total	8·0	8·8	11·1	20·8	31·7	28·9
from United Kingdom	0·6	0·4	0·6	1·2	2·5	2·7
EEC	1·0	1·0	1·1	3·2	7·1	5·8
Textile machinery (Item 716.08)						
Total	15·7	17·5	17·8	24·1	26·9	16·4
from United Kingdom	2·7	3·1	2·8	4·0	3·9	1·7
EEC	3·8	3·7	4·4	7·8	8·8	4·6
Electrical machinery, apparatus and appliances (Div. 72)						
Total	21·4	36·5	46·6	64·6	90·7	69·3
from United Kingdom	2·9	3·9	6·0	6·7	8·9	7·0
EEC	7·3	17·6	19·5	28·0	42·9	32·3
Passenger road motor vehicles (Item 732.01)						
Total	7·5	17·2	32·8	29·5	32·0	41·5
from United Kingdom	0·7	0·9	1·3	1·9	1·9	3·0
EEC	6·1	15·1	29·4	25·5	27·5	36·3
Miscellaneous manufactured articles and miscellaneous transactions and commodities (Sections 8 and 9)						
Total	77·6	156·9	228·5	271·6	327·3	294·9
from United Kingdom	5·5	14·8	13·6	20·1	10·9	..
EEC	31·9	55·9	71·4	101·6	99·1	..
of which:						
Scientific instruments, photographic and optical goods (Groups 861 and 862)						
Total	8·0	11·4	14·5	18·7	24·5	21·1
from United Kingdom	0·8	1·0	1·2	1·8	2·2	1·9
EEC	3·1	4·0	5·0	6·4	8·7	7·9
TOTAL TRADE	2,678·2	2,628·8	3,027·6	3,608·0	3,907·4	3,247·4
From UNITED KINGDOM	94·9	113·8	137·3	163·3	163·3	150·6
EEC	629·7	677·2	878·8	1,075·1	1,192·2	1,030·2

Note: .. = Not available.

Sources: 1957 to 1960 OEEC Foreign Trade Publications. 1961 and 1962 West German Foreign Trade Publications.

West German exports by main groups of commodities

£ million (f.o.b.)

Description and S.I.T.C. (unrevised) Classification	1957	1958	1959	1960	1961	Jan.-Sept. 1962
Food and live animals (Section 0)						
Total	53·3	55·3	61·8	66·3	68·6	53·6
to United Kingdom	2·9	4·6	3·7	3·1	3·4	2·1
EEC	18·7	20·6	23·9	26·3	26·0	20·1
Beverages and tobacco (Section 1)						
Total	9·6	9·9	10·8	12·4	14·2	11·3
to United Kingdom	1·1	1·1	1·1	1·6	1·6	0·9
EEC	2·4	2·8	2·7	3·0	3·6	3·5
Crude materials, inedible, except fuels (Section 2)						
Total	89·5	73·8	89·6	105·3	119·6	92·5
to United Kingdom	3·8	3·8	4·3	13·8	5·9	4·1
EEC	46·3	36·6	42·1	56·2	64·8	49·9
Mineral fuels, lubricants and related materials (Section 3)						
Total	221·6	207·3	213·6	242·1	263·2	196·2
to United Kingdom	0·5	0·8	1·3	1·5	2·9	3·5
EEC	140·6	142·0	150·6	173·4	182·1	132·0
Animal and vegetable oils and fats (Section 4)						
Total	10·8	10·1	11·7	12·2	12·9	9·5
to United Kingdom	0·8	0·8	0·9	0·8	0·8	0·6
EEC	2·7	2·0	2·9	3·0	2·8	2·3
Chemicals (Section 5)						
Total	322·4	335·9	394·6	450·2	494·2	384·4
to United Kingdom	17·4	20·2	22·7	26·1	24·7	21·4
EEC	74·4	79·0	97·3	117·2	128·7	104·3
of which:						
Chemical elements and compounds (Div. 51)						
Total	113·9	117·7	132·8	151·1	157·0	121·2
to United Kingdom	8·0	8·4	7·8	9·3	8·7	8·7
EEC	30·6	33·1	39·0	45·9	48·0	37·6

£ million (f.o.b.)

Description and S.I.T.C. (unrevised) Classification	1957	1958	1959	1960	1961	Jan.-Sept. 1962
Plastic materials (Item 599.01)						
Total	40·5	48·4	60·2	73·0	90·5	74·2
to United Kingdom	3·0	4·0	5·2	6·1	5·8	4·9
EEC	11·0	13·4	16·5	19·8	26·2	22·4
Manufactured goods classified chiefly by material (Section 6)						
Total	823·1	761·6	876·7	1,055·5	1,092·8	812·1
to United Kingdom	27·5	24·1	27·9	39·6	32·5	26·0
EEC	210·8	186·7	235·1	330·0	381·5	298·0
of which:						
Woven cotton fabrics (Group 652)						
Total	26·6	25·3	28·7	34·9	36·8	23·7
to United Kingdom	1·5	1·7	2·4	3·7	3·6	2·2
EEC	3·9	3·6	4·3	4·8	5·9	4·5
Iron and Steel (Group 681)						
Total	336·6	285·0	331·2	444·9	460·1	326·4
to United Kingdom	7·3	4·1	5·2	8·0	3·0	1·8
EEC	86·2	71·6	94·7	160·9	220·6	141·2
Machinery and transport equipment (Section 7)						
Total	1,271·6	1,413·1	1,529·6	1,767·6	2,051·7	1,595·6
to United Kingdom	53·6	54·4	58·8	79·7	91·3	57·5
EEC	333·5	320·3	343·1	398·5	532·7	475·4
of which:						
Aircraft engines (Item 711.04)						
Total	0·1	0·7	0·4	2·9	3·0	4·7
to United Kingdom	..	..	..	..	1·8	0·9
EEC	..	..	..	..	0·4	2·9
Office machinery (Item 714)						
Total	24·4	28·0	33·0	41·0	51·7	42·4
to United Kingdom	2·3	2·5	3·3	4·6	5·2	4·5
EEC	5·7	6·2	7·8	10·6	15·9	14·5
Machine tools for working metal (Item 715.01)						
Total	55·9	54·4	56·1	64·0	113·2	90·6
to United Kingdom	5·8	4·6	3·8	4·9	9·2	7·8
EEC	16·7	14·1	14·6	15·6	34·5	25·4
Printing and bookbinding machinery (Item 716.07)						
Total	23·1	26·2	28·5	34·9	41·1	31·4
to United Kingdom	2·4	2·6	2·7	3·9	4·7	2·4
EEC	5·0	5·6	7·6	8·7	10·3	8·5
Textile machinery and accessories (Item 716.08)						
Total	48·1	50·3	56·8	71·0	85·9	59·5
to United Kingdom	2·3	2·7	3·0	4·3	5·2	3·1
EEC	16·6	13·9	16·2	20·2	25·1	17·8
Electrical machinery, apparatus and appliances (Div. 72)						
Total	229·3	238·5	278·6	300·8	352·5	282·2
to United Kingdom	5·0	5·7	8·2	8·5	8·9	6·7
EEC	64·1	59·2	66·4	79·5	103·3	87·6
Cars (732.01)						
Total	177·1	235·0	280·5	319·5	341·5	269·7
to United Kingdom	2·6	3·0	4·2	6·3	6·2	3·6
EEC	26·5	31·9	34·4	46·9	68·7	66·3
Miscellaneous manufactured articles and miscellaneous transactions and commodities (Sections 8 and 9)						
Total	260·6	278·5	313·1	365·0	443·9	317·7
to United Kingdom	11·8	14·3	20·7	24·9	24·9	..
EEC	64·3	69·3	77·5	92·9	112·5	..
of which:						
Photographic and cinematographic apparatus and appliances (Item 861.02)						
Total	30·0	27·2	31·8	34·0	32·3	23·9
to United Kingdom	1·9	2·1	3·1	3·8	3·5	1·8
EEC	3·7	3·5	4·1	5·0	7·6	6·5
TOTAL TRADE	3,062·4	3,145·4	3,501·5	4,076·7	4,561·1	3,475·0
To United Kingdom	119·8	124·2	141·3	182·6	187·9	132·2
EEC	893·9	859·3	975·0	1,200·5	1,433·4	1,183·6

Note: .. = Not available.

Sources: 1957 to 1960 OEEC Foreign Trade Publications. 1961 and 1962 West German Foreign Trade Publications.

Increased Sales

Extract from a letter from Walker Caledon Ltd., woollen manufacturers, Belfast, to the Ministry of Commerce, Northern Ireland.

'As you know, we approached the Ministry of Commerce in 1958 advising that we were interested in entering the German market and our introduction to our present representative was through your Ministry. Within two years we had established our Company in the West German market, increasing our sales to £82,000.

'Since that date we have made steady progress; in 1961 sales rose to £93,000 and this year our sales to date are over £114,000.

Appreciation

Extract from a letter from Olympia Exhibitions Limited to the Commercial Department, British Embassy, Bonn.

'On arriving back in London from our tour of West German exhibition centres I hasten to write to thank you for the aid you so willingly gave to us, both before and during our visit.

'The staff work entailed in making the arrangements must have taken a great deal of your valuable time; most certainly it resulted in making things very easy for us at the various places.

'We much appreciate all that was done and while I am writing separately thanking the offices at Hamburg, Berlin, Hanover, Düsseldorf and Frankfurt, which each and all played their part, I know that the lead in it all came from you.'

German Trade Fairs and Exhibitions

Place	Fair	When Held	Remarks
Berlin	German Catering, Confectionery and Food Exhibition.	October-November	Every two years. Next in 1964.
Berlin	German Industries Exhibition.	September-October	Annual. Largely a prestige show, but about 1,000 exhibitors take part.
Cologne	ANUGA	Autumn	Most important fair for food and drink. Every 2 years, the next being in September, 1963. Alternates with Munich IKOFA exhibition.
Cologne	Baby & Children's Wear	Autumn	Annual
Cologne	International Furniture Fair	January-February	Every 2 years. Next in 1964. Alternates with INTERZUM.
Cologne	International Fair of Lingerie, Foundation Garments and Underwear.	October	Annual
Cologne	International Hardware and Domestic Goods Fair	February and September	Covers hand tools and miscellaneous domestic wares as well as extensive range of domestic electrical appliances.
Cologne	INTERSCHUTZ	Summer	Last held 1961. Covers fire-fighting equipment and industrial safety equipment and clothing.
Cologne	International Suppliers Fair for the Furniture, Upholstery and Woodworking Industries (INTERZUM)	Summer	Every 2 years. Next in 1963. Alternates with the International Furniture Fair.
Cologne	Men's Fashion Week	August	Annual. Men's and boys' ready-made clothing.
Cologne	PHOTOKINA	March	Every 2 years. Next in 1963. The leading fair for photographic apparatus.
Cologne	SPOGA	November	Annual. Sports goods camping equipment, garden furniture, etc.
Düsseldorf	DRUPA	May	Printing and papermaking machinery Every 2 years. Next in 1964.
Düsseldorf	INTERKAMA	October	Every 3 years. Next in 1963. Scientific and precision instruments, regulating and control apparatus.
Düsseldorf	International Foundry Trade Fair (GIFA)	September	Every 5 years Last held in 1962.
Düsseldorf	International Exhibition of Packaging Machinery (INTERPACK)	May	Irregular. Last held in 1960. Next in 1963.
Düsseldorf	International Fashion Weeks	Several yearly	Next in March, April, September and November, 1963.
Düsseldorf	International Plastics Exhibition (KUNSTOFFE)	October	Every 4 years. Next in 1963.
Frankfurt	ACHEMA	Summer	Every 3 years. Next in June 1964. Covers chemical engineering, laboratory apparatus, etc.
Frankfurt	Autumn Fair	September	Annual.
Frankfurt	International Book Fair	Autumn	Annual. Next in October, 1963.
Frankfurt	International Laundry, Dry Cleaning and Allied Trades Exhibition.	September-October	Every 4 years. Next in 1964.
Frankfurt	International Motorcar Show	Autumn	Every 2 years. Next in September, 1963.
Frankfurt	International Motorcycle and Bicycle Exhibition.	Autumn	Every 2 years. Next in 1964.
Frankfurt	INTERSTOFF	May and November	Twice yearly. Textile fabrics for the clothing industry.
Frankfurt	Spring Fair	February	Annual.
Hanover	German Aviation Exhibition.	April-May	Held concurrently with the German Industries Fair.
Hanover	German Industries Fair	April-May	The most important trade fair in Germany; concentrates on engineering and heavy industry.
Munich	IKOFA	Autumn	Food and drink. Every 2 years, alternating with Cologne ANUGA exhibition.
Munich	International Exhibition of Gastronomy and Tourism (IGAFA)	April-May	Every 2 years. Next in 1963.
Munich	International Handicrafts Fair	May-June	Annual. Covers a number of other industries apart from art handicrafts.
Nuremberg	International Toy Fair	February	Annual.
Offenbach	International Leather Goods Trade Fair	Spring and Autumn	Held twice each year.
Pirmasens	Seventh International Footwear, Leather and Machinery Fair.	May	Every 2½ years. Next in 1964.
Wiesbaden	Sports Goods Fair	Spring	Annual. Next in March/April, 1963.

British Wool Textiles in West Germany

by the National Wool Textile Export Corporation

Wool textiles have for many years been one of Britain's best sellers in West Germany. Fine worsteds from Yorkshire and colourful woollen fabrics made in Scottish and West of England mills enjoy immense prestige in that market. In tailoring establishments and specialist stores suits bearing the label 'Original Englisch' (which denotes that the garment is made of British wool cloth) are regarded as the acme of fashion in men's wear.

Nowadays, however, it is not sufficient to let the widely acknowledged merits of British wool textiles speak for themselves. Prestige must be supplemented by promotion, and in the export field the British industry, through its representative organization the National Wool Textile Export Corporation, carries out continuous and highly effective campaigns in West Germany, as well as in other major markets such as North America and South Africa. Its effectiveness may be judged from the fact that sales in Germany have continued at a high level despite strong competition from Common Market producers, who have the advantage of lower tariffs. West Germany now ranks as the third largest market for British wool and wool textiles, with sales worth £15 million in 1961 (of which cloth earned £6 million and yarn £4½ million).

Bigger promotion in Germany

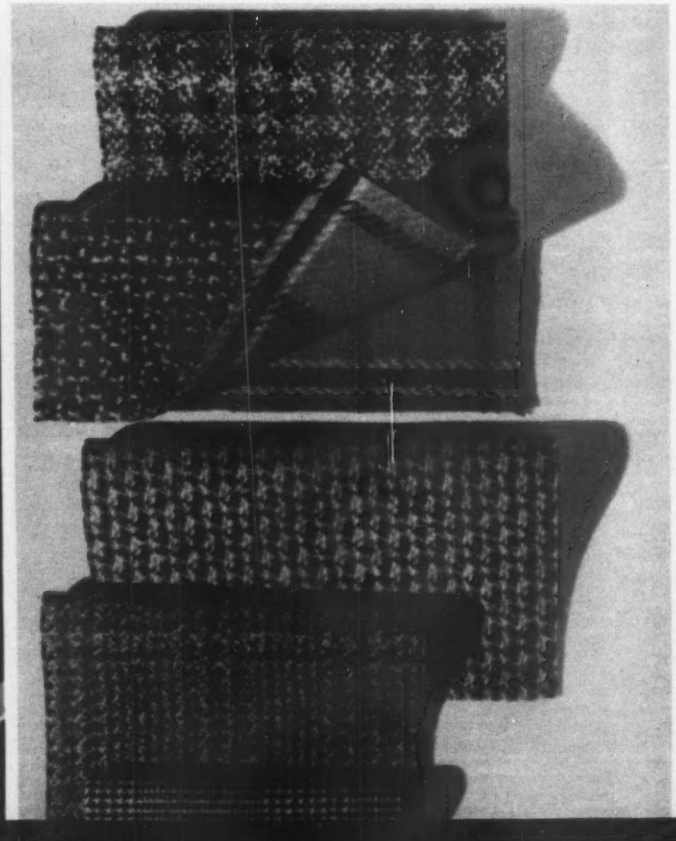
During the past eighteen months the National Wool Textile Export Corporation has intensified its promotional activities in Germany. Planned by a panel of experienced exporters headed by Mr. Stanley Kinder, of Huddersfield, these activities include advertising in magazines, newspapers and the trade press; co-operation with retailers, makers-up, tailors and merchanting organizations; and participation in British Weeks and similar events.

The success of the 'merchandising' operations has been particularly outstanding: hundreds of shops and stores in Germany regularly feature British wool cloth in their windows, while in fashion displays held in centres throughout the country, pride of place is given to men's wear with the 'Original Englisch' cachet. Display material, swing tickets and woven labels are provided by the Export Corporation, whose Continental Promotion Manager, Mr. Donald Robinson, gives advice and assistance on the spot. An innovation in 1962 was the organizing of competitions for the best suit made of British cloth, and widespread publicity has resulted from ceremonies at which inscribed silver salvers have been presented for the winning entries in Berlin, Hanover, Frankfurt and other cities.

With an eye to the future, the British wool textile industry, whose total export earnings average £160 million a year, has derived invaluable experience from its collective promotion in West Germany, which can serve as a model for related ventures in other West European countries both within and outside the Common Market.

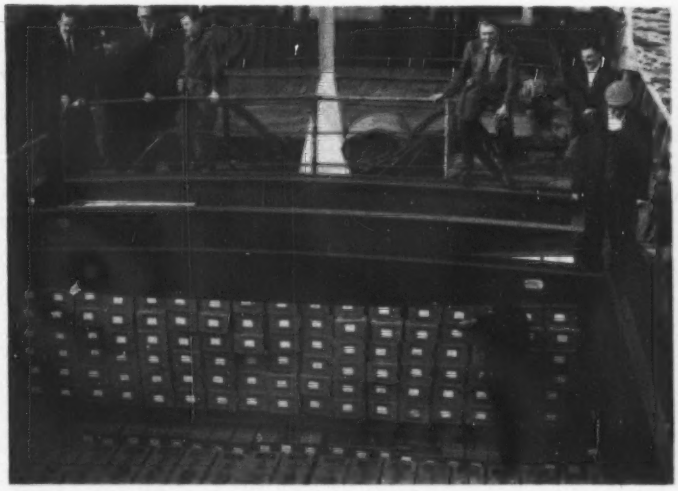
Before touring Bavaria to explore trade outlets, Lord Craigton, Minister of State for Scotland, visited leading wool firms, among them Munrospun.

A selection of British wool textiles which were shown at the German Industrial Exhibition, Berlin.

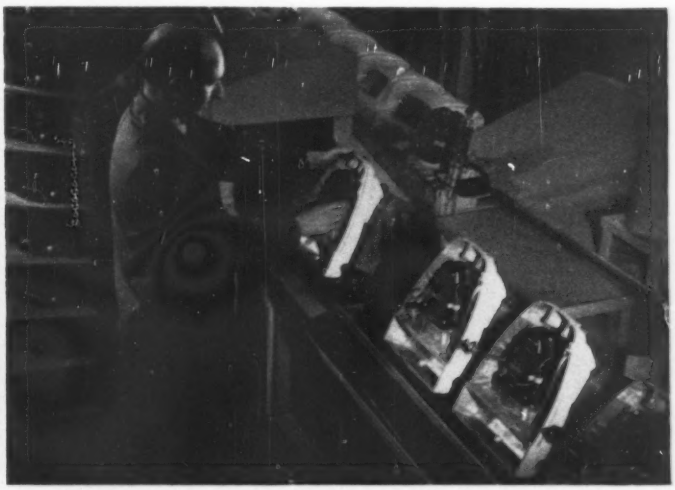


Exports of British Domestic Electrical Appliances to West Germany

by The British Electrical and Allied Manufacturers' Association Ltd



Shipments of Atlas fluorescent tubes leave London twice weekly for Amsterdam, and are then sent by road and rail to Germany.



Assembling Hoover vacuum cleaners for export to West Germany.

Although at home the United Kingdom domestic electrical appliance industry has had to cope with the serious effects of two years of hire-purchase restrictions, on the export side – upon which it is dependent for the sale of more than a fifth of its output – some remarkable successes have been achieved, particularly in Europe. Since 1959 exports of domestic electrical appliances to Common Market countries have almost doubled, and in 1961 West Germany was by far the leading overseas customer, accounting for United Kingdom exports worth £3.2 million, followed by Australia with £2.6 million. This trend is all the more encouraging when it is borne in mind that Western Germany has her own well-established appliance industry and furthermore in this market there is competition with several well-known large-scale/low-cost French and Italian producers, equally determined to obtain the largest share of the market possible. As well as demanding more from her own industry, the West German consumer is increasingly buying foreign-made appliances. This is demonstrated by the fact that between 1959 and 1961 the value of West German appliance imports rose by 60 per cent.

Popular British appliances

The most popular British appliances are washing machines and vacuum cleaners, and in both of these United Kingdom manufacturers were the principal suppliers during 1961, accounting for almost half of the total import. Another highly successful appliance was the dishwasher, and in the face of strong United States competition British manufacturers enlarged their shares of the total from 30 to 35 per cent. between 1960 and 1961. British electric space heaters are also enjoying increasing popularity, in particular those having an imitation coal or log effect. In addition, in 1961 West Germany was by far Britain's best customer for electric toasters and thermostatic irons.

These export achievements represent the fruition of some five years' very hard development work on the West German market by British manufacturers. To back this up, valuable assistance has been provided by the Export Services and the Export Publicity and Fairs Branches of the Board of Trade; the C.O.I. have helped with publicity work in overseas trade journals, and particularly helpful market information has been provided by H.M. Consulate General at Düsseldorf in the form of a market report.

Collective British exhibits

An important rôle has also been played by the British Electrical and Allied Manufacturers' Association, which for three consecutive years has provided an invaluable means of introduction to the West German market by organizing collective British exhibits, in co-operation with the Board of Trade, at the spring Cologne International Household Goods and Hardware Fair. As a result of these, numerous British firms have now 'spread their wings' and stage comprehensive exhibits at the spring or autumn fairs. They also actively participate in the various consumer goods fairs held in other parts of the Federal Republic and Europe. The BEAMA also encourages studies of these markets at home. European production and trade statistics of appliances are regularly analyzed. In addition, a series of very successful evening study-group meetings have been held in which representatives of companies new to the European export markets have greatly benefited from the experience of those who already know the pitfalls and difficulties. There can be little doubt that such co-operative approaches pay good dividends, and the BEAMA hopes to develop these still further in the future.

The British Toy Industry's Success in Germany

by the British Toy Manufacturers' Association Ltd

Favourites with West German children are Tri-ang Toys.

In pre-war days, before toy manufacturing became established as a progressive, if small, British industry, most children in this country found pleasure in playing with toys made in Germany or other foreign countries, and, indeed, British children today still do so. It has always been the view of the British toy industry that German children can similarly derive pleasure from toys and playthings made in this country, and during the past few years a number of British toy manufacturers have made strenuous efforts to ensure that what they have to offer is known to the German trade. The toy industries of the two countries are in part complementary to each other and where this is the case the children now have a wider choice from the vast ranges of toys manufactured by both countries.

In the last ten to fifteen years the British toy industry has made great strides forward, exporting nearly a quarter of all that has been manufactured. The importance of the markets offered by the European countries has always been recognised, and there has been a progressive increase in the annual export of British toys to the Continent. Our best customer in Europe is West Germany and there is every reason to believe that more toys will be exported there annually in future.

In 1956 the value of exports of British toys to West Germany amounted to only £72,667. The following figures indicate the progress that has been made since then:

1957	£187,537
1958	£256,094
1959	£303,609
1960	£465,516
1961	£624,800

The real progress lies in the last three or four years and can be attributed largely to the success of the British toy manufacturers participating at the Nuremberg Toy Fair. This excellent trade fair affords the opportunity of selling both to Germany and also to other foreign countries, whose buyers attend in substantial numbers. The larger manufacturers have mounted their own individual company displays, but the British Toy Manufacturers' Association have, in collaboration with the Board of Trade, arranged annually since 1960 for a group display which has enabled the products of the smaller manufacturers also to be on show. Indeed, at Nuremberg nowadays a most comprehensive range of British toys is offered to the buyers.

Needless to say, all the other means of sales promotions have also been adopted. The larger toy manufacturers have been particularly active with the largest setting up its own German subsidiary.

Selling to Britain—some experiences and opinions of leading German exporters

Pottery is an example of Anglo-German trade. This black and white china set from Rosenthal's, of Bavaria, illustrates the ware popular in Britain.

Traditional pottery designs are sought by Germans. Here part of a big German order is being packed at the Wedgwood factory.

Some German exports to Britain come from the machinery assembly shop at DEMAG, Dusseldorf.

AGFA Ltd

The photographic market in the United Kingdom is now very competitive indeed with imports from nearly all countries in the world. With such a bewildering choice of cameras, photographic equipment and sensitized materials available, the prospective purchaser has little to guide him, and looks to the established manufacturer with a well-known brand name for quality and after-sales service.

Western Germany has always been recognized for fine optical products and sensitized materials for photography and the best known and largest organization is Agfa, a subsidiary of Farbenfabriken Bayer A.G. It has a factory at Leverkusen for the production of all kinds of sensitized photographic materials and chemicals, and the Agfa Camera Works at Munich for the manufacture of cameras and photographic equipment and accessories. Agfa photographic goods are exported all over the world and are well represented in 133 countries.

A considerable amount of raw base used in the manufacture of Agfa papers is produced in the United Kingdom and a contract for the manufacture of a special electronically controlled Agfa printer, for use by photo finishers, has recently been placed by Agfa with a well-known precision engineering firm in the United Kingdom. These machines will be demonstrated and sold by the Agfa organization.

BASF in Great Britain

Every year for the last three years Badische Anilin & Soda-Fabrik A.G. has exported about 37 per cent. of the output of its factory at Ludwigshafen/Rhein; its products now find their way to more than 100 different countries. In recent years Great Britain has become one of BASF's most important export markets.

In the Federal Republic of Germany there are three very large chemical manufacturers. One of them is BASF. In its factory at Ludwigshafen, which covers an area of some 1,600 acres, it employs rather more than 45,000 people; it is thus the largest chemical plant in Europe on one site. Its sales totalled £240 million in 1961; in the first ten months of 1962 sales were about ten per cent. higher than in the corresponding period of 1961.

The original intention, when the business was started in 1865, was to manufacture dyes. Since that date many processes have been developed at Ludwigshafen which have made substantial contributions to the progress of the chemical industry as a whole. In 1961 alone BASF spent about £9 million on research. Of the total BASF sales about 30 per cent. are accounted for by plastics and allied products, about 23 per cent. by fertilizers and other agricultural products, and about 18 per cent. by dyestuffs and auxiliary products. BASF is the leading European producer in the field of raw materials for man-made fibres.

BASF's main exports to the United Kingdom are plastics, organic intermediates, dyestuffs and various auxiliary products and BASF magnetic recording tape.

The fact that it was decided to enlarge the sales organization in Great Britain, which has been in existence since 1948, demonstrates the importance which BASF attaches to its relations with the British market. The value of these contacts is readily demonstrated by the frequent exchange of information and know-how between British and German companies. This has been a major factor in the rapid progress of the European chemical industry in the post-war period.

Deutsche Grammophon Gesellschaft

The records of the Deutsche Grammophon Gesellschaft enjoy the highest reputation throughout the whole world. There is a good reason for this. They are the result of a close co-operation between art and technical skill. The company's sole object is to bring a highly developed recording technique to the service of the artistic work. Their unique concern is to achieve a faithful rendering of the work and of its interpretation by the artist.

Throughout all the stages of recording technical resources are used to create a record which, while sacrificing nothing of tonal richness and depth, yet takes into account the conditions of domestic listening. In other words the aim is not the easily achieved superficial effect, but the exact reproduction of the score.

But all this would serve no useful purpose and the great artist would expend his genius in vain, if the actual manufacturing process of duplication and pressing did not maintain the true quality of reproduction equally undistorted throughout the many thousand copies. With this object in view the Deutsche Grammophon Gesellschaft is continually striving after the highest quality. Long experience has shown that the only guarantee of quality in the final product is for records to be pressed in the company's own factory under the direct supervision of its technical staff. For this reason the Deutsche Grammophon Gesellschaft decided long ago to manufacture all its records itself in its factories at Hanover.

Today, products of the Deutsche Grammophon Gesellschaft are exported to practically all countries of the world. The name 'Deutsche Grammophon Gesellschaft' is thus a guarantee for music lovers all over the world that their records have been pressed in Germany and are a German quality product. Even if high additional costs are incurred as a consequence, this is the only means of guaranteeing the quality of the company's products and so of ensuring the unity of art and technique.

Olympia Business Machines Co Ltd. The Office Equipment Industry by F. M. Brooks, Managing Director

The success of West German office equipment in Great Britain is largely due to two factors; that British businessmen and the general public are very quality conscious when purchasing consumer durables, and that a remarkably efficient independent dealer organization already exists in this country.

As a wholly owned subsidiary of Olympia Werke A. G., we import into the United Kingdom large quantities of portable, standard and electric typewriters, hand and electric calculating machines, dictation machines and systems of all descriptions and a certain amount of specialized electronic equipment. The majority of our machines are in the higher price range, and are mainly distributed through office equipment dealers throughout the country. Much emphasis is placed on the ready availability of stocks, for there are many type styles and sizes involved. Spare parts and servicing facilities are also of paramount importance, and extensive training of dealers' mechanics is carried out at our factory in Wilhelmshaven, and also in our main service department in London.

Efficient translation of German technical material is also very important, for our dealers must have ready reference to service manuals even though they tell us they find that incidence of breakdown with our own machines is remarkably little, due no doubt to the high standard of quality in manufacture. Sales promotion material is modern in design and well produced. We of course

advertise extensively to promote our distinctive brand name, which is now universally accepted. Taking the situation as a whole, therefore, the goodwill and mutual understanding that exists between Olympia and its dealers, together with adequate stocks of well designed and reliable machines, have in no small way accounted for the decided success of West German office equipment in the United Kingdom.

Exporting pottery by Dr. Ing. Ernst Rosenthal, MIEE, FRIC, FI, Ceram

Like many others, the British and German pottery industries are not only competitors, but are also to a large extent complementary. The sale in Germany of British pottery of a high artistic and technical standard will serve to increase the interest in pottery generally, and vice versa, the sale of high quality German pottery here will increase interest in pottery in this country.

The British public is more inclined to buy German porcelain or earthenware if it is clearly different in appearance from traditional and typical English ware. If German potters were to try selling goods which can be produced as well – and perhaps more cheaply – in this country, they would, in all probability, not do very well. British and German pottery are in many respects also different from the technical point of view. The German pottery industry produces mainly the so-called felspathic hard porcelain, whereas the British pottery industry manufactures mainly earthenware and bone china. These various types of pottery are not only different both in composition and in manufacturing methods, but have also a different appearance and allow for different decorating methods. So it has not been surprising that the British industry does not find it too difficult to export to Germany products of typically English design and execution. The German public is very fond of under-glaze decorated and printed earthenware, decorated with patterns which for a long time have been well known in Germany, and which in the past were hard to find in German shops.

The German pottery industry on the other hand has been successful in this country in the promotion of contemporary design. Customers who prefer traditional shapes and patterns, and for whom contemporary art is unwelcome, are well catered for by British industry; but with regard to 'contemporary' or modern design the Germans offer a great variety of shapes and patterns. Rosenthal-Porzellan A.G. for instance, the largest German porcelain exporter to the United Kingdom, have all their new designs created by internationally known artists. So as to show their products to the best advantage, Rosenthal have opened studio houses in this country, in the same way as they have done successfully in practically all other European countries.

The photograph on page 65 illustrates a typical design which Rosenthal is selling in the United Kingdom.

A comparison of German pottery exports to Britain and the exports of British pottery to Germany in the first nine months of 1962, is as follows:

German exports to the United Kingdom

Porcelain tableware	DM 2,189,000
Earthenware tableware	289,000
Ornamental porcelain	554,000
Ornamental earthenware	1,111,000
	DM 4,143,000

British exports to Germany

China tableware	DM 265,000
Earthenware tableware	2,693,000
Ornamental china	6,000
Ornamental earthenware	52,000
	DM 3,016,000

When comparing these figures it has to be borne in mind that British exports to Germany increased considerably in 1962 as compared with previous years. This can be explained first of all by the increased purchasing power in Germany, and also to some extent by the increased sales effort of the British potteries. It is true, however, that German potters make much greater efforts to sell their products in this country than do their British counterparts. This is illustrated by the fact that in the British trade papers *Pottery and Glass* and *Pottery Gazette* a large number of full page advertisements from the German potteries or their appointed British importers are published, whereas in the German equivalent *Schaulade* only very occasionally can a full-page advertisement from English potteries or their importers be found. At the last Trade Fair in Blackpool about 30 German pottery firms were represented, yet at the Hanover Fair of 1962 only five or six well-known British firms showed their products, and in previous years only one or two. There is no doubt, that if similar efforts were made by the British pottery industry in Germany as are made by the German pottery industry in this country, British exports to Germany could equal German pottery exports to England, since the German public is nowadays very pottery-minded, and is interested in foreign and particularly in British design.

Welmec Corporation Ltd. Trade in engineering products by P. F. Stritzl, DSc (Vienna), AMIEE, Managing Director

There are plenty of engineering products, the sale of which is governed (quality being equal) by price. Such goods are bound to benefit from lowered tariffs. There is, however, an immense variety of machines or equipment which are imported because of entirely different reasons, such as their outstanding design or quality, their superior reputation, or perhaps a shortage of local supply. It will be found that the reciprocal trade between two highly industrialized countries such as Britain and Western Germany, is made up largely of such selective specialities. Of all considerations determining the amount of this section of international trade, price is perhaps the least important. A piece of specialized equipment of the right kind can be of such enormous value to the buyer that, within reason, the price is of minor consequence. Such plant or equipment is sold on its technical merits.

There are also untold quantities of goods which are not being imported, not because they are too dear or unwanted, but simply because they are not known, or because there is some prejudice against buying them, e.g. an unfamiliar design. In this class, again, the marginal lowering of the price will hardly produce any effect but hard work by the intending seller, work undertaken in the manner best suited to the particular product and country, can produce a notable increase in turnover. Untapped possibilities of almost unlimited extent lie open to the enterprising engineer on either side, for the two countries have much to give to each other in products of their ingenuity and skill. Despite this, the volume of reciprocal engineering trade will never be more than a small percentage of total production; it would be absurd to try and force it beyond this natural limitation.

Exports to Germany—some interesting achievements by British firms

From very small beginnings, when the first year's orders were for only a few hundred machines, **Qualcast Ltd.** have, in five years, become the largest single supplier of lawnmowers in Germany and have affected sales to the value of millions of marks. The main problems were selling, marketing and after sales service. These difficulties have been conquered through an efficient agency organization, backed by regular personal visits to customers. Costs have been reduced with improved designs. Queries are settled instantaneously by Telex in German.

Celluware Ltd., of Blackhill, Co. Durham, are pioneers in the manufacture of table mats. In 1957, Mr. Roy George, the Director, visited the Hanover Trade Fair to buy modern plant and almost accidentally visited the Messehaus (giftware section). A comprehensive range of fancy goods of all types clearly showed the trend toward 'gracious living' in Germany, but there were no table mats. Celluware introduced 'cocktail mats' or coasters, using eighteenth century coaching and English hunting scenes and similar decorative subjects. Simultaneously, a first-class agent with Continental connections was appointed. At once pictorial place mats of a size suitable for Continental use were on sale in first-class outlets everywhere – and Pimpernel place mats by Celluware gave growing and effective aid to the trend for table decoration.

R. Hoe and Crabtree Ltd. report: 'We have been singularly successful in selling our "Marquess" metal decorating press (both the single colour and the tandem sizes) to Western Germany. In May 1962 we had a large stand at the International Printing Machinery Exhibition in Düsseldorf and we displayed a two-colour metal decorating press on the stand. The press was for sale and was delivered ex the stand. Since the latest press was installed we have received another order for more metal decorating equipment from the same customer. We have also supplied sheet metal feeders to one of the largest companies in Germany manufacturing crown corks.'

The Pittodrie Granite Turning Co. Ltd. report: 'Up to about the middle of 1959 we had been trying very hard to get a start in trading with Western Germany. The difficulties appeared to be almost insurmountable. However, about the middle of 1959 we entered the West German market almost by accident. This resulted from the misfortune of a German paper machinery manufacturer who had a serious failure with granite rolls supplied on a new machine installed in Norway. The paper mill appealed to us through our Norwegian agent for help. The agent wisely obtained the order for larger diameter replacement rolls, not directly from the mill, but through the German machinery manufacturers, who had supplied the machine to the mill in the first place. Since then we have had a very large amount of business with that machinery manufacturer. For example, we obtained an order for six granite rolls which we understand to be the largest in the world. Other German machinery manufacturers have since placed orders.'

Arthur H. Lee and Sons Ltd., furnishing fabric manufacturers, report: 'In 1956 our trade with Western Germany was 2 per cent. of our total turnover. In 1961 it was 9·7 per cent., the actual sales figure having increased by 400 per cent. over 1956. In the current accounting year a projection of 10 months suggests that over 15 per cent. of our turnover will be with Western Germany and that the figure will exceed 600 per cent. of the 1956 figure.

'Factors contributing to our success are:

(a) We sell in metres and put approximate DM prices (inclusive of duty) in a price list printed in German. Much of our publicity material is printed in German.

(b) We do not require our agents to speak or write English. This simplifies the 'office work' for them. It also allows the choice of the best salesman for the market, since a good linguist is not necessarily a good salesman.

(c) We work on the general principle that by far the most important 'customer' in any area is the agent for that area. If he thinks well of us we shall get any business that is going.

(d) Agents are visited annually by a representative from the factory who speaks German and who visits customers with the agent. '

During 1961 the **Perkins Group (F. Perkins Ltd.)** exported more than 80 per cent. of the diesel engines produced at Peterborough to foreign markets. Most of these went to the Common Market area, which took 32·4 per cent. of Perkins world-wide exports. This included sales of nearly DM40,000,000 to Germany. In 15 years the Group has developed from a back street engineering company to its present position as the world's largest manufacturers of diesel engines.

Perkins greatest achievements in Europe have undoubtedly been scored in Western Germany. These impressive sales have been achieved because the Peterborough group is able to offer a low-priced, economical unit backed by a nation-wide network of service agents, supported by the Group's sales and service associate company, F. Perkins Kundendienst GmbH, of Aschaffenburg, whose service engineers and technicians are available to help and advise Perkins users throughout the Republic.

Bevan Funnell Ltd., of Newhaven, manufacture reproduction furniture. They have their own stock room at Mönchen-Gladbach

and operate their own weekly door-to-door van service to Germany. The company first exported to this market in 1954 and have progressively increased their exports over the years.

British Motor Corporation report: 'Western Germany is now one of the largest markets in the world for B.M.C. sports cars. Although Austin-Healey and M.G. models provided the basis for sales development, Austin and Nuffield saloon cars, particularly the Austin A.60 and Morris Oxford VI models, are rapidly gaining in popularity with German motorists.

'Both the Austin and Nuffield distributors are broadening their organizations to provide wider sales and service facilities in Western Germany and recent significant developments include the establishment of entirely new and extensive premises in Düsseldorf by the Austin distributor, A. Bruggemann and Co. GmbH.'

Brook Motors Ltd., manufacturers of electric motors, have been trading for approximately three years with a very large refrigeration company in West Berlin; orders from this company have been regular and increasing steadily, in spite of fierce competition from German manufacturers. The main reason for Brook Motors obtaining and retaining this business is the quality of their product and of their service.

Bell Engineering (Slough) Ltd. are manufacturers of specialized and prototype machinery for the confectionery, bakery and allied trades. Their export manager reports: 'Trade with the West German Federal Republic is rewarding in every sense of the word. Moreover, we have found it relatively simple to sell our equipment to the Germans and, due to the proximity of the market, there is a prompt exchange of correspondence which has helped us considerably. Furthermore, the freight services available between the United Kingdom and West Germany are extremely good.'

Orders received from West Germany account for some 35 per cent. of the company's export trade.

I.C.T. Ltd. opened an Electronic Data Centre in Düsseldorf in September 1962. The Centre is equipped with a large modern I.C.T. 1500 computer and its purpose is to test the programmes of German users of this type of machine and to perform computing work for German organizations in the Rhineland area. Orders for work have already been placed by one of the leading German banks and the machine is now working two shifts daily.

Deutsche Firth Cleveland Laing GmbH was established in June 1962 and is a subsidiary of the Firth Cleveland Group in London. Firth Cleveland purchased patents for a new type of fan invented in Germany. This tangential fan has special characteristics such as laminar flow, silence of operation and greater efficiency than alternative types of fans in small sizes. The main use for these fans is in appliances and the tangential fan is used in a large number of heaters produced in Germany. It may also be used as a table fan and in a wall-mounted clothes dryer.

The company grants licences on its patents to the makers of these appliances and obtains a substantial royalty income from Germany. The firm experiments with new uses for the tangential fan and is building a new laboratory, which will be completed in a few months near Aldingen.

In August 1962, the **Margam Slag Company** loaded the first consignment of slag aggregate for export from Port Talbot to Western Germany. This was a direct result of a visit to Germany by their agents, Export Advisory Service Limited. The first shipment of 1,300 tons was for Hamburg for a firm owning a quarry and a number of asphalt and macadam mixing plants in Western Germany. The Margam Slag Company is owned jointly by George Wimpey and Co., and the Steel Company of Wales. The slag is obtained from the blast furnaces of the Abbey Steel Works and after suitable processing it can be used extensively in road construction and in the manufacture of blocks and bricks for the building industry. After special heat treatment it can be turned into a fibrous material for use in insulation.

R. Powley & Sons Ltd., of Sunderland, have, in the past three to four years, exported 50 bottle washing machines to Germany, the prices ranging from £450 to £7,000. They attribute their success in part to better delivery than that offered by the German manufacturers who have been giving priority to overseas orders over their home market.

As a direct result of exhibiting at the 1962 Cologne International Furniture Fair, their first overseas exhibition, the **Northern Bedding Co. Ltd.**, of Gateshead, who manufacture three piece suites and spring interior mattresses, have exported about £100,000 of their goods to Western Germany. Their success can be attributed to thoroughness of preparation, which the firm stress is essential, fine costing and the use of some original upholstery materials.

In order to develop the market in Western Germany for their high quality Axminster and Wilton carpets, **John Crossley and Sons Ltd.**, of Halifax, have formed a subsidiary company in Hamburg. The manager of the new company acts as representative for the northern area of Western Germany, and the company also has a representative in Munich. Since 1959, Crossleys have exhibited at the Frankfurt International Spring Fair, and the floral designs for which they are famous have found a ready market among German buyers. Trade shows a marked increase each year.

The Loewy Engineering Co. Ltd., of Bournemouth, has supplied a total of twelve extrusion presses to Western Germany during the past few years in capacities ranging from 1,000 to 5,500 tons. Two of these presses are for the production of tubes, rods and sections in steel, one is a 1,600 tons carbon extrusion press and the remainder are for light alloys.

Cimex Ltd., Orpington, Kent, are manufacturers of industrial cleaning equipment. They have their own sales organization and offices in Germany, regularly exhibit at the Cologne Fair and are doing substantial business in the West German market. As reported in the *Board of Trade Journal* of November 30, 1962, Mr. F. J. Elvy, the firm's Chairman, was recently awarded the Diesel Medal by the German authorities in recognition of his inventive and pioneering achievements. The firm's export figure for West Germany exceeds the collective total of all their other overseas exports.

Cleveland Twist Drill (G.B.) Ltd., has been exporting twist drills and toolbits to Western Germany for some five years. During this time sales have risen steadily and the market now absorbs between 5 per cent. and 10 per cent. of the factory's total production. The company has a full time service representative working in Germany.

S. N. Bridges & Co. Ltd. report: 'We have regularly attended the Cologne Fair with very good results and this partly led us to establish a branch company in Düsseldorf which has been operating very

successfully for the last two years. Germany was, and still is, one of our best markets for home workshop power tools and attachments.'

Leonard thermostatic mixing valves were first marketed in Germany in January 1955, when they were handled by various agents. The response was so encouraging that **Firma Walker Crosweller GmbH** was formed in October 1956. Today it has representatives covering the whole of Germany, including Berlin and the Saar. Notwithstanding fierce competition from German manufacturers, Leonard valves in Germany are expanding their sales.

U.K. Optical Bausch & Lomb Ltd. report: 'During the past two years considerable progress has been made with spectacle lens and frame sales to West Germany. In October 1961 we opened a branch office with warehouse facilities in Frankfurt and enlisted the support of a team of West German wholesalers to feature our products. During the past 18 months we have increased our export of lenses to West Germany by 300 per cent. and a further 60 per cent. increase is expected in the next 12 months.'

Thor Tools Ltd., North Shields, power tool manufacturers, who exhibited for the first time at the 1962 Hanover Fair, returned with a sheaf of orders and many worthwhile inquiries. They are so impressed by this success that they have booked stands at the 1964 and 1966 Fairs and hope to exhibit also in the intervening years.

Toledo Woodhead Springs Ltd., near Darlington, who manufacture springs and other suspension units for road vehicles, have followed up their success in selling springs to Fords of the United States and Canada by obtaining 40 per cent. of the available business for the new Cardinal car being produced at the Ford plant in Germany.

International Patternmakers Ltd., of Darlington, nation-wide master pattern makers, have received substantial business for high-quality metal patterns and foundry tooling from a leading West German motor-car manufacturer.

Vickers Ltd. are putting on the market a new version of their Perfector press, used for the production of books, etc., and a new metal decorating press, which they are now able to offer in both a single- and two-colour version. Both these presses will be on show at IPEX in July 1963, and it is anticipated that they will attract a good deal of attention from West German visitors.

The Brighton firm of **Jaycee Furniture Ltd.** specialize in period styles in oak, mahogany and walnut. From small beginnings in 1957 their exports to the Federal Republic of Germany have rapidly increased, considerably aided by the activity of their German representatives and by successful displays at the Cologne International Furniture Fair in 1960 and 1962. Now selling, through their German associates, to retailers in all parts of the country, this firm reports an increase in 1961 of 125 per cent. over the previous year, and is confident that there is scope for still further expansion. German speaking sales staff, drawn from their own or their associates' firms, are always in attendance on their stands at exhibitions. All correspondence is conducted in German, price lists quote the current rates in Deutschmarks and German text sales literature is also employed.

James Robertson & Sons Ltd. preserve manufacturers, acting through their agent in Western Germany, Weddel & Co., Hamburg, have made a determined effort to expand their share of the German market in 1962. Sales have increased many times over compared with the same period in 1961. This success was due, firstly, to a complete re-thinking on the method of approach to the German customer based on a market analysis and, secondly, to the realisation that, if volume is to be obtained in the mass market for consumer goods, the competitors of the British exporter are not only other exporters but also, and predominantly, the national producers themselves. As a result of this re-thinking, a new streamlined method of distribution was evolved and a pack and product tailor-made to German taste were adopted. A sales campaign was then inaugurated and an entry into the mass consumer outlets was achieved.

David Brown Tractor (Sales) Ltd., of Meltham, near Huddersfield, and its distributors in Western Germany, Carl Fr.Wahl, collaborated in 1962 in the design and manufacture of a special light farm tractor for the German market. As a result the number of David Brown tractors exported to Western Germany increased substantially in 1962. The David Brown 750 Farmatic, is similar in appearance to the current range of David Brown Implematic tractors, but incorporates several components of German design and manufacture, notably the transmission and hydraulic system. The power unit is the David Brown 4-cylinder direct injection diesel of 2.21 litres, rated at 25 h.p. The 750 Farmatic is assembled at the Balingen, Wurttemberg factory of Carl Fr. Wahl, and was introduced to German farmers at the DLG International Fair at Munich in May 1962.

Towler Brothers (Patents) Ltd., report: 'As manufacturers of high pressure oil hydraulic pumps and controls, Western Germany is probably the country where we have the largest number of indigenous competitors. We started direct representation there eight years ago with one salesman. The first four years were not rewarding, but over the last four years orders multiplied sevenfold and are now equivalent to nearly 20 per cent. of the total order intake. To achieve this we believe the following to have been important: direct representation by salaried German employees, keeping stocks of spare parts in Germany, having available in Germany mobile, works-trained service engineers, insisting that all correspondence, technical information and publicity material is in faultless German and on DIN format to fit into customers' files.'

The Society of Motor Manufacturers and Traders Ltd., report: 'We have done well with cars in Germany in 1962. From January to August 7,031 units were exported as against 3,584 in the same period in 1961. This represents an increase of 100 per cent. In the case of agricultural and track laying tractors the position is also good, 6,716 being exported in the period January to August 1962. In the same period in 1961 the figure was 5,311. In the first six months of 1962, 8,000 diesel engines for commercial vehicles and 1,300 petrol engines were shipped to Germany. The number of petrol and diesel engines for passenger cars exported to Germany in the first half-year 1962 was 3,900.'

By drive, initiative and foresight, **G. Stibbe & Co. Ltd.**, of Leicester, have succeeded in conquering a large portion of the important German market, although the Federal Republic represents one of the biggest competitors in the manufacture of circular knitting machines. Many famous builders of such machines are concentrated in southern Germany. To export successfully to a European country like Germany, the company's representative must understand not only the country's language, but also its people and their mentality. It is extremely important to establish and to maintain personal contact with customers and to win – and justify –

their confidence. Because their own knitting machine industry is also far advanced, the German buyer of knitting machines is exceedingly well informed about technical progress and detail, he is exacting and demanding, but at the same time appreciative of good salesmanship, supported by first class craftsmanship and construction, and last but not least, of punctual deliveries and good after-sales-service. All these points have played a major part in Stibbe's success and the fact that Stibbe have exported in post-war years thousands of their hose and outerwear machines to the Federal Republic of Germany is also proof that competition is a necessary stimulant to trade.

James Templeton and Company Ltd., the well-known Scottish carpet manufacturers, now 123 years old, have been trading in the German market for many years, and they are now supplying an increasing share of a growing carpet demand in the Federal Republic. As well as the styles traditionally favoured by German buyers – for domestic and contract purposes alike – Templeton are finding a developing interest in carpets of brighter colours and in floral designs especially. These are mainly woven by the spool Axminster process. In particular, bed-sets are attracting attention.

Blackwood Morton and Sons are one of the largest carpet manufacturers in the United Kingdom and have for many years exported in very large quantities to most of the traditional markets of the world. With the decline of some of the traditional markets for carpets BMK in common with several of the British carpet manufacturers, turned their attention to possibilities in the Common Market countries and in particular to Germany, where there is a relatively high carpet consumption.

An agent was first appointed to cover the whole of Germany and by visits of principals and designers to the market, its special requirements were assessed and introductions where practicable, were made to suit these requirements. By the end of 1960 a limited range of products to appeal to the German taste had been developed by BMK and this was extended during 1961.

BMK participated for the first time in the Frankfurt Fair, 1962, in co-operation with the British Carpets Promotion Council. The newly developed ranges were put on display at the Fair. By the Autumn of 1961, **monthly** sales were consistently exceeding total **annual** sales for previous years. With the co-operation of the Commercial Consuls and the Federation of British Industries, six further agents were selected to cover the various regions. By November 1962 sales to the German market had reached 250 per cent. of the 1961 figures.

Grays of Fetterangus Ltd., agricultural machinery manufacturers, report: 'Towards the end of 1958 we started in a very small way: 1960 brought a slow increase in sales to West Germany but nothing spectacular until the beginning of 1961. In April 1961 we appointed a salesman on commission basis and since then sales have increased considerably. We have given the salesman full co-operation and have been guided by him in all matters regarding the requirements of the German farmers. We have specially designed a new type of loader to meet German requirements.'

In pursuance of their policy of establishing associated companies in Europe, **H. H. Robertson and Co.**, manufacturers of building products, began operations in Germany in the mid-fifties with a nominal sales force. By 1960 a small factory had been built in the Rhineland to manufacture some of the range of Robertson products. Today the factory area is about 90,000 sq. ft. and the company employs about 300 people.

Some of the more complicated products are still imported from the United Kingdom, but local manufacture accounts for some 60 to 70 per cent. of the German company's turnover. A large percentage of the German output is supplied to other EEC countries where Robertson sales organizations exist.

One recent contract of interest concerned the roofing of Germany's largest open air theatre at Ötigheim/Baden, where some 23,000 sq. ft. of sound absorbent roofing was supplied and erected by Robertsons on wire rope trusses spanning about 125 feet.

Hughes Tool Co., Ltd., of Belfast, report: 'We have a licensee arrangement with A. Wirth & Co. of Erkelenz, West Germany. The German firm manufacture rock bit bearings and assemble bits which incorporate cone cutters manufactured in Belfast. This is a very worthwhile business for us.'

British Fortnight in West Berlin

Performances by the Western Theatre Ballet Company, military band concerts, a Berlin versus Arsenal football match and two British policemen on traffic duty in the main streets of the city were some of the features of the programme of the British Fortnight in West Berlin, which was held from April 30 to May 12, 1962.

On the commercial side, three major department stores were invited to co-operate and there were special exhibitions on Britain to support the stocks of goods imported specially for the Fortnight. Many specialist retail shops also took part. Kaufhaus des Westens (KaDeWe) showed, in their special exhibition room, the 'Britain Past and Present' display, designed by the Central Office of Information for the Board of Trade. Five other department stores and many small retailers also had special window displays of British goods. Many new British products formerly unknown to West Berlin were introduced for the Fortnight and an encouraging number of these are now being sold regularly. Among these are clothing, household textiles, furniture, electrical appliances and carpets.

The following reports on specific successes were also received:

(i) A department store arranged an attractive combined stand of British foodstuffs, particularly jams, marmalades, tinned goods, biscuits, tea, preserves, condiments and breakfast cereals etc., and achieved a daily turnover of over £350.

(ii) An order for approximately 30,000 metres of tartan cloth was placed by a large group of stores, following successes in the Berlin Fortnight in this line.

(iii) A motor car parade and exhibition was organized by the Society of Motor Manufacturers and Traders, with the support of the main distributors in Germany, and 38 new models were displayed. Although the period of the exhibition was only two days, firm orders were taken for 30 cars and many more inquiries were received. The West Berlin car importers have recently confirmed that their sales of British cars are continuing to rise and that they attribute this success partly to the promotional activities organized during the Fortnight.

FOR FURTHER REFERENCE AND READING

Free official publications

The following booklets are available from the Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4, or from the Statistics and Market Intelligence Library, at the same address. Copies may also be obtained from Regional offices of the Board of Trade.

Aids to Export. 1961. Board of Trade. 72pp. (Reprint from *Board of Trade Journal*).

British Government Services for Exporters. 1962. Board of Trade. 18pp.

The ECGD Small Exporter Policy. 1961. Export Credits Guarantee Department. 8pp.

Hints to Businessmen visiting the Federal Republic of Germany and West Berlin. Board of Trade. 52pp.

How to Export: A Guide for the Small Businessman, by Michael Shanks. 1962. Board of Trade. 39pp.

Payment Secured: Introducing the Export Credits Guarantee Department. 1962. Rev. ed. Export Credits Guarantee Department. 22pp.

Trade Fairs Help Exports: Hints for the Small Exhibitor. 3rd ed. 1961. Board of Trade. 16pp.

Worldwide Export Publicity Service. 3rd ed. 1962. Central Office of Information. 17pp.

The following memoranda prepared by the Commercial Department of the British Embassy, Bonn, are available only from the Export Services Branch, at the above address:

Establishing a Company in Western Germany.
Industrial Plant Location in Western Germany.
Outline of the 'Fordergebiete' (Development Areas) Policy.
Outline of Social Security in Western Germany.
Seeking an Agent in Western Germany.
Turnover Tax.

Other publications

Items listed under the headings 'DIRECTORIES' and 'STATISTICS' below may be consulted at the Statistics and Market Intelligence Library, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4.

General

Germany in a Nutshell, by Helmut Arntz. 3rd ed. 1961. Federal Press and Information Office, Bonn. 199pp.

West German Economy: A Handy Guide to Facts and Figures. 1960. Deutsches Industrieinstitut. Deutscher Industrieverlag, Cologne. 641 pp. (Available from Richard A. Law, 48 Brewer Street, London, W.1. at 31s. 6d.)

Western Germany: a Financial Times Survey. Supplement to *The Financial Times,* March 28, 1960. 48pp. 3s. (Available from *The Financial Times.* Bracken House, Cannon Street, London, E.C.4).

Industry and trade

Doing Business in Germany: a Legal Manual, by Rudolf Mueller and Ernest Steefel. 1960. Fritz Knapp Verlag, Frankfurt am Main. 158pp.

Dresdener Bank: Foreign Business Activities in Germany. 1959. Dresdener Bank A.G., Düsseldorf, Frankfurt and Hamburg.

Economic Conditions in the Federal Republic of Germany. Organization for Economic Co-operation and Development, Paris. (Published annually. 1961 issue available from H.M.S.O. at 3s.).

Establishing a Business in the Federal Republic of Germany and West Berlin. 1962. U.S. Bureau of Foreign Commerce (World Trade Information Service pt. 1 – Economic Reports No. 62-6). Washington D.C. 21pp. 15c. (Available through H.M.S.O. at 1s. 5d.)

Federal Republic of Germany: a Survey for Businessmen. 1963. London Chamber of Commerce, 69 Cannon Street, London, E.C.4. 48pp. 5s.

Industrial Pollution in the Federal Republic. British Trade Council in Germany. (Available from the Council Secretariat, c/o British Embassy, Bonn, or the representative of the Federation of British Industries in Germany).

Prosperity through Competition, by Ludwig Erhard. 3rd ed. 1962. Thames and Hudson. xii, 263pp. 25s.

Trading Opportunities in West Germany. 1961. Export Council for Europe. 51pp. 5s.

Taxation

Convention between the United Kingdom and the Federal Republic of Germany for the Avoidance of Double Taxation, etc. (S.I. 1955, No. 1203). H.M. Stationery Office. 6d.

Taxation in Western Europe: A Guide for Industrialists. 4th rev. ed. 1962. Federation of British Industries, 21 Tothill Street, London, S.W.1. 242pp. 30s.

Directories

A.B.C. der Deutschen Wirtschaft. (Annually). 5v. Verlagsgesellschaft, Darmstadt.

B.D.I. Deutschland Liefert. (Annually). Bundesverband der Deutschen Industrie. Gemeinschaftsverlag Deutsches Exportadressbuch, Ahastrasse 7, Darmstadt.

Der Grosse Hartmann. (Annually). Adressbuchverlag Georg Hartmann, Bonn.

Taschenbuch des öffentlichen Lebens. (Annually). Festland Verlag, Bonn. (Guide to German Federal, regional and municipal authorities, trade associations and other bodies. 1962 edition costs about £2).

Wer Gehört zu Wem: Mutter- und Tochtergesellschaften von A-Z. Commerzbank, Frankfurt am Main. (Directory of parent and subsidiary companies in Germany, published at intervals. Latest edition is 1961).

Wer Liefert Was. (Annually). Groningerstrasse 25, Hamburg 11.

Statistics

Aussenhandel. (Foreign Trade). Statistisches Bundesamt. Kohlhammer, Stuttgart. Published in 5 parts, including:

Reihe 1. Zusammenfassende Ubersichten. (Monthly and annually). DM. 2.50 per issue. (General summary)

Reihe 2. Spezialhandel nach Waren und Ländern. (Monthly). DM. 9.50 per issue. (Commodities by countries)

Reihe 3. Spezialhandel nach Ländern und Warengruppen. (Monthly). DM. 10.00 per issue. (Trade by countries)

Reihe 5. Special Trade according to the Classification for Statistics and Tariffs. (Monthly). DM. 5.00 per issue. (in English)

Statistisches Jahrbuch für die Bundesrepublik Deutschland. (Annually). Statistisches Bundesamt. Kohlhammer, Stuttgart. (1962 issue DM.35)

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Office for Wales,
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Midland Region,
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Office for Scotland,
40, George Street, Glasgow, C1.
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Ministry of Commerce, Northern Ireland

Chichester House, 64 Chichester Street, Belfast, 1.
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Central Office of Information

Hercules Road, Westminster Bridge Road, London, S.E.1.
Telephone: Waterloo 2345

Export Credits Guarantee Department

Head Office
Barrington House, 59/67 Gresham Street, London, E.C.2.
Telephone: Monarch 6699

Other Organizations

Federation of British Industries,
21 Tothill Street, London, S.W.1.

Association of British Chambers of Commerce,
68 Queen Street, London, E.C.4.

London Chamber of Commerce Inc.,
69 Cannon Street, London, E.C.4.

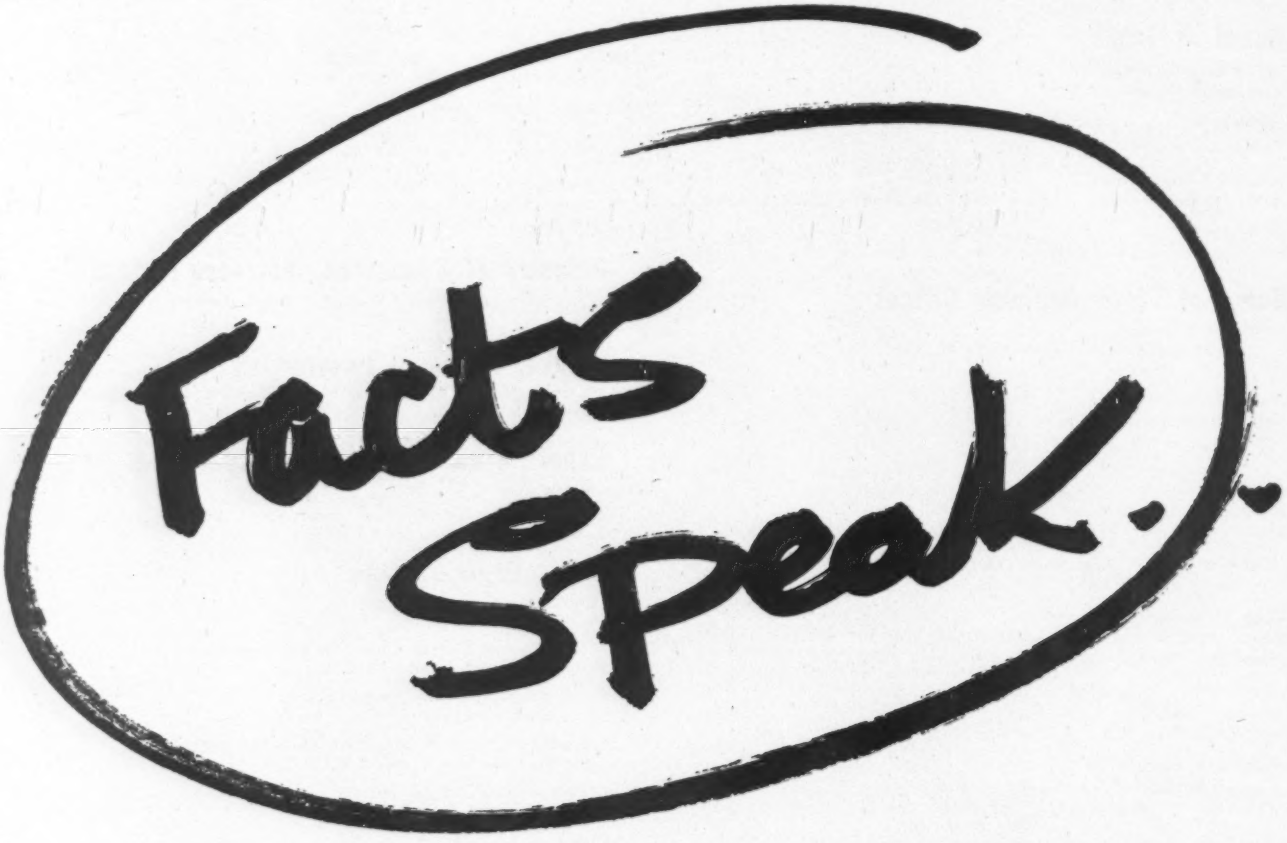
National Association of British Manufacturers,
6 Holborn Viaduct, London, E.C.1.

Export Council for Europe,
21 Tothill Street, London, S.W.1.

EXPORT SERVICES BULLETIN MARKET REPORTS

The following is a list of market reports on Western Germany which have been published in supplements to the *Export Service Bulletin*.

Title	Date published
Agricultural machinery (for sugar beet crop)	June 20, 1960
Agricultural tractors	October 2, 1961
Carpets	April 9, 1962
Cinematographic equipment, sub-standard size	July 18, 1960
Coated abrasives	March 7, 1960
Confectionery	October 3, 1960
Cutlery and flatware	February 4, 1963
Domestic electrical appliances	April 16, 1962
Floorings, rubber and plastic	January 30, 1961
Furniture, including office furniture	January 22, 1962
Hand tools	April 10, 1961
Industrial trucks and trolleys	April 2, 1962
Knitwear, ladies	September 24, 1962
Leather and leather substitute goods	August 20, 1962
Mechanical handling equipment	June 4, 1962
Men's ready-to-wear clothing	June 4, 1962
Paints	August 1, 1960
Perambulators and push-chairs	February 25, 1963
Pharmaceuticals	June 8, 1962
Prepared footstuffs	March 19, 1962
Printing, bookbinding and paper converting machinery	April 9, 1962
Pumps	May 2, 1960
Refractories	February 6, 1961
Refrigerators and refrigerating plant	June 5, 1961
Scientific instruments	March 20, 1961
Sports goods	September 24, 1962
Surgical instruments, medical appliances and dental equipment	November 5, 1962
Toilet preparations, perfumery and cosmetics	April 16, 1960
Toys	December 31, 1962
Women's coats, costumes and dresses	April 16, 1962



In reply to a recent questionnaire sent out by the British Institute of Management to selected companies as to the sources from which their commercial information was obtained, the *Board of Trade Journal* took second highest place amongst the 38 journals mentioned.

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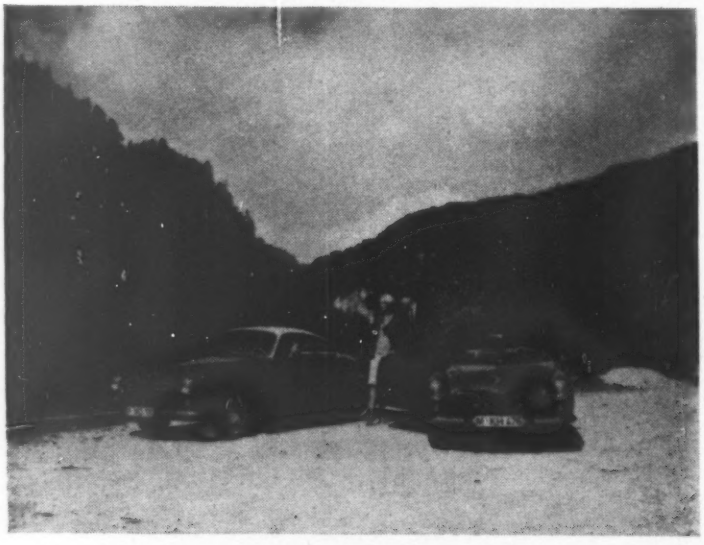

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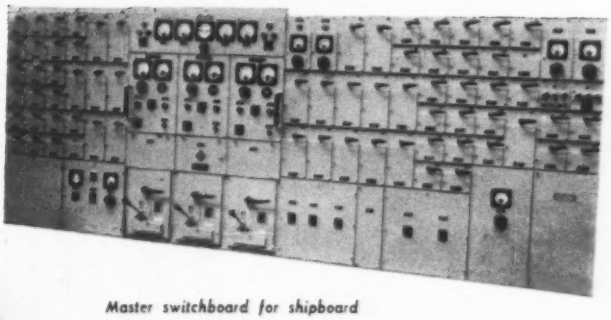

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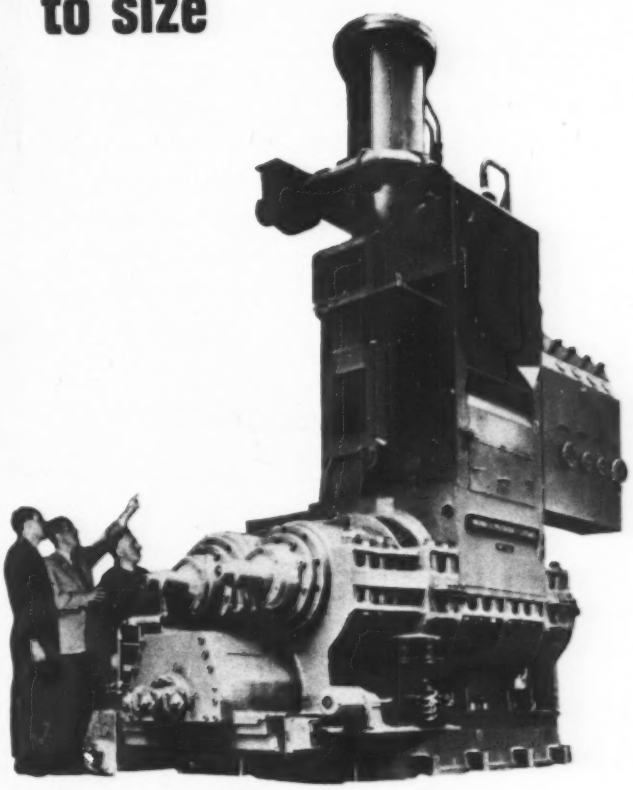

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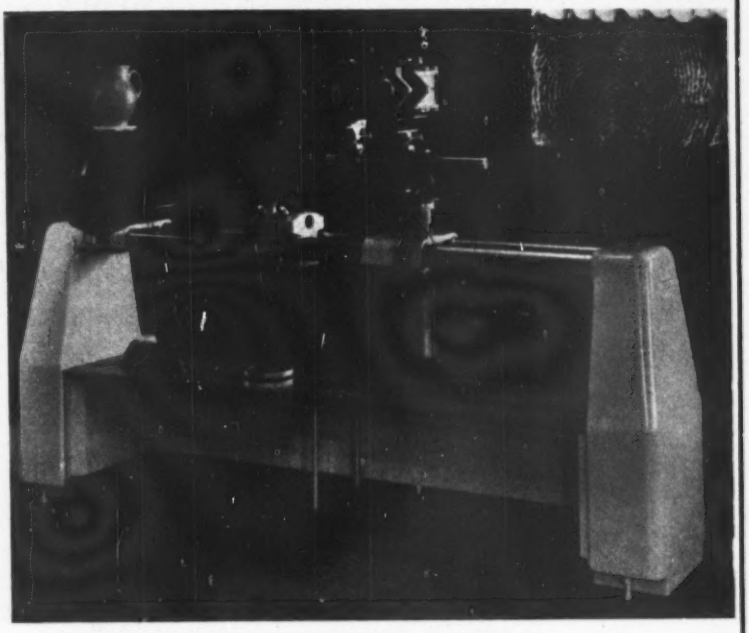

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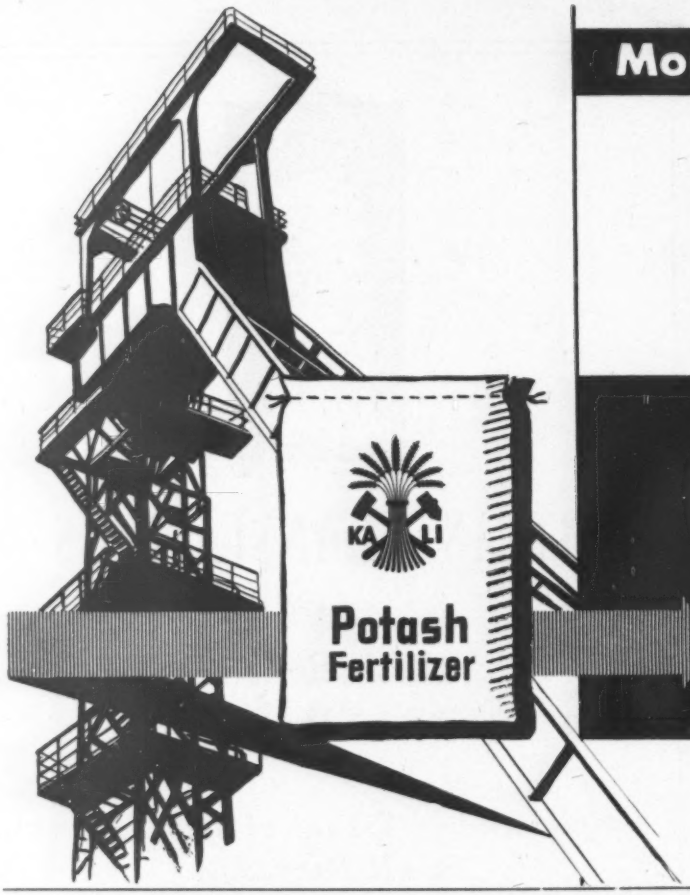

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MONTHLY DIGEST OF STATISTICS

Prepared by the Central Statistical Office in collaboration with the Statistics divisions of Government Departments, this Digest is designed to provide industrialists and business executives with invaluable statistics relating to the economic situation in the United Kingdom. It contains regular series of detailed statistics on a wide range of subjects which include the following:

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STATISTICS ON INCOMES, PRICES, EMPLOYMENT AND PRODUCTION

Issues of this bulletin appear at regular intervals and give factual and up-to-date information on wage rates, earnings, hours of work and other conditions of employment, manpower, prices, production, profits and other relevant subjects. Part of the information included has not previously been published. Two issues have already appeared.

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PUBLICATIONS ON THE COMMON MARKET

Her Majesty's Stationery Office have already published several important titles which include **Britain and the European Communities (Background to the Negotiations)**, and English translations of the **Treaty establishing the European Economic Community**, Rome, 25th March, 1957, and the **European Treaty Regulations.** Other titles are in preparation.

A booklet 'Commerce, Industry & HMSO' (a Selection of Government publications for the Businessman) and a leaflet giving further details of publications on the Common Market may be obtained free from HMSO, P6a (BOTJ), Room D 74, Atlantic House, Holborn Viaduct, London, E.C.1

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Changes in Trade Fairs and Exhibitions Announcements

BECAUSE of pressure on space all the various classified lists of trade fairs and exhibitions will be published in full only on the dates indicated below:

	Date Last Published	Date Next Published
Europe	Mar. 1	June 7
United Kingdom	Feb. 1	May 3
Outside Europe	Jan. 4	April 5

Amendments and additions to the three lists will be shown in the issues of the intervening weeks.

No responsibility is taken for the standing of organizations or individuals mentioned in the lists, and dates, etc., may be subject to alteration.

The Board of Trade Export Publicity and Fairs Branch, Horse Guards Avenue, London, S.W.1 (Tel. Trafalgar 8855, Ext. 3096, Europe; 3097 United Kingdom and Outside Europe) will be glad to answer general inquiries but applications should be made to the organizers or United Kingdom agents for details of cost and conditions of participation. Export Publicity and Fairs Branch can also provide information about other events which, owing to space limitations, are not included in the lists.

AMENDMENTS and additions to the classified lists will be published in the next issue of the *Board of Trade Journal*.

Place	Title and Date	Type of Participation
Paris	Congress of the International Council of Societies of Industrial Designers, June-October, 1963.	Official stand organized by the Council of Industrial Design.
Los Angeles	Pacific Fine Foods Fair, July 14-17, 1963.	Official Display of British Foodstuffs by the Consulate General.
Hanover	World Veterinary Congress and Exhibition, August, 14-20, 1963	Joint venture with the Association of the British Pharmaceutical Industry.
Cologne	International Men's Fashion Week, August 24-26, 1963	Display by Tie Manufacturers' Association.
Toronto	Canadian National Exhibition, August 16-September 2, 1963	Official British Cinema and Showcases of British Goods.
Zurich	British Industrial Fair, September 2-14, 1963	Display by Rural Industries Bureau and assistance to other small exporters.
Paris	Leather Week, September 7-12, 1963	Joint ventures with The British Leather Federation, The Leather Importers, Factors and Merchants Association, The British Footwear Manufacturers' Association, The Cut Sole Association.
Genoa	Aeronautical Salon, September 7-15, 1963.	Inquiry Stand to be manned by British Aircraft Constructors.
Vienna	International Autumn Trade Fair, September 8-15, 1963	British section.
Paris	Salon International des Industries et Arts du Feu (Glassware, China and Pottery, September 8-16, 1963.	Joint venture with the British Pottery Manufacturers' Association.
Amsterdam	International Exhibition of Radio, Television and Electronic Equipment (FIRATO), September 13-22, 1963	Joint venture with Audio Manufacturers' Group.
Helsinki	Maritime Exhibition (Navigare '63), September 13-29, 1963	Joint venture with British Iron and Steel Federation and display by City of London.
Salonika	International Trade Fair, September, 1-22, 1963	British Pavilion.

(*Continued on next page*)

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Overseas Trade Section

Trade and Financial Arrangements

Greece and Pakistan

A TRADE AGREEMENT between Greece and Pakistan was signed in Athens on January 17, 1963. The Agreement entered into force on the date of signature and is for a period of one year. It will be renewed automatically each year thereafter unless in any agreement year notice is given by either party three months before the date of its expiry.

The Agreement contains a 'most-favoured-nation' clause relating to shipping, customs duties and other charges imposed on, or in connection with, imports from and exports to each country or imposed on the international transfer of payments for goods, and with respect to all rules and formalities in connection with imports and exports, including the import and export licences respectively.

The 'most-favoured-nation' provisions of the Agreement will not apply to preferences which either party grants to facilitate frontier traffic, advantages resulting from a Customs Union which either party had previously concluded or may conclude in the future or resulting from a free exchange system as in the case of a Free Trade Area, or to preferences or advantages permitted under the General Agreement on Tariffs and Trade. Under the Agreement, payments between the two countries will be made or discharged in transferable sterling unless otherwise agreed mutually.

Exports from Pakistan to Greece under the Agreement will include cotton fabrics and yarns, agricultural machinery, non-specified rubber manufactures, rubber tyres and tubes, undressed hides and skins, salted, smoked or preserved fish, vegetable fibres, paints and varnishes, lace and embroidery, jute and jute manufactures, leather and leather goods (including footwear), dressed and undressed fur skins, crushed bones, bonemeal and bone grist, made-up textiles and garments, musical instruments, fodder and manure, spices, perfumery, cosmetics and soaps, dyeing and tanning materials, fruits and nuts, tea, prepared and preserved fruits and fruit manufactures, textile wastes, furniture and fixtures, handbags, carpets and rugs, electric fans, surgical and veterinary instruments and hospital equipment, sports goods, sanitary and water fittings, handloom cloth, particularly furnishing bedspreads, etc., handicrafts and artware, and machine tools.

Greek exports to Pakistan will include dried fruits, olive oil, olives, tobacco, edible fats, mastic, bees honey, rice, wines and alcoholic beverages, saffron, canned vegetables, cooking salt, sulphonated oil, soap, acorn tanning extracts, active vegetable carbon, marbles, emery and corundum, diesel engines (excluding horizontal slow speed engines up to 80 h.p.), cement, barytes, iron, zinc and manganese ores, sponges, magnesite, agricultural machinery and tools, electric motors (excluding induction motors up to 10 h.p.), cooking stoves and spare parts, gas stoves, rayon yarns, carpets, cotton yarn (fine and superfine counts only), and silk, cotton and rayon textiles.

An English translation of the text of the Agreement may be seen at Export Services Branch, Board of Trade, Room E.39, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 449).

Czechoslovakia and Roumania

A NEWSPAPER report in Prague states that a protocol on the exchange of goods and payments between Czechoslovakia and Roumania during 1963 was signed in Bucharest at the end of February. The total volume of the agreement is larger than in 1962 at more than 100 million roubles (about £38 million at the official rate of exchange).

Czechoslovakia will export machinery and plant for industry, transport and communications, metallurgical products, power installations and some consumer goods. Roumania will export building and transport machinery and chemical plant, chemicals, wood, wood products and food.

Inquiries about this notice and on general aspects of Czechoslovak or Roumanian trade should be addressed to Commercial Relations and Exports Department, Board of Trade, Horse Guards Avenue, London, S.W.1 (Tel. Trafalgar 8855, Ext. 2632), and if the inquiry is specific to the main part of this notice, reference C.R.E. 5464G should be quoted.

France and Turkey

THE TURKISH *Official Gazette* of January 30, 1963, published an announcement that List I attached to the trade agreement between France and Turkey of April 8, 1961, had been revised.

The new list has been extended to include quotas for the export to France from Turkey of early tomatoes, egg-plants, cucumbers and late grapes. The French authorities will also permit the import from Turkey of fig paste and strawberries against the miscellaneous quota.

A translation of the announcement and revised List I may be seen at the Export Services Branch (Tariff Section), Board of Trade, Room E.38, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 480).

Overseas Fairs (*Continued*)

Place	Title and Date	Type of participation
Cologne	7th Anuga (Fine Foods & Provisions), September 21-29, 1963	Joint ventures with Food Manufacturers' Federation and Cocoa, Chocolate and Confectionery Alliance.
Dusseldorf	4th International Plastics Fair (Kunstoffe), October 12-20, 1963	Joint venture with the British Plastics Federation.
Lima	Pacific International Trade Fair, October 26-November 10, 1963	British Pavilion.

Proposed British Weeks and Store Promotions Overseas

Place	Nature of Promotion	1963 Dates
Paramus, New Jersey	Garden State Plaza Shopping Centre	March 11-30
Caen	British Week	March 21-28
Salisbury(S. Rhodesia)	Store Promotion: H. M. Barbour Ltd.	May 27-June 8
Munich	British Week	June 8-16
Bulawayo	Store Promotion: Haddon & Sly Ltd.	August 26-September 7
Zurich	British Fortnight	September 2-14
Adelaide	British Week	September 16-21
New Orleans	Store Promotion: Maison Blanche Co.	September 22-October 5
Memphis	Store Promotion: B. Lowenstein & Bros., Inc.	October 14-19
Philadelphia	Store Promotion: John Wanamaker Inc.	October 14-November 6
Pittsburg	Store Promotion: Kaufman's (Menswear and Foodstuffs)	October 28-November 6
Madrid	Store Promotion: Galerias Preciados	October 1964
Hobart	British week	March 5-13

41st Padua International Fair

THE 1963 International Fair in Padua, the 41st in the series, will take place from May 29 to June 13. In addition to the general trade sections, which cover both consumer goods and capital equipment, conferences and meetings will be held on: June 1 – Prefabrication Day. June 1 and 2 – 12th Refrigeration Congress. June 3 – Symposium on Refrigeration for Medical and Surgical Uses. June 4 and 5 – Heating and Ventilation Congress.

An Official Information stand will be manned by the British Consulate-General.

Inquiries about this event should be addressed to the United Kingdom agents: Fairs and Exhibitions Ltd., Walmer House, 288 Regent Street, London, W.1. (Tel. Museum 5153).

BRNO International Trade Fair

THE BRNO International Trade Fair takes place this year from September 8 to 23. The fair authorities state that the following groups of machinery will be specially featured: machine tools and metal working machines; machines and equipment for the chemical industry; transport equipment, construction and road building machinery; tractors and agricultural machinery.

First Licensed Victuallers' Trade Fair

OVER 28,000 PEOPLE attended the first Licensed Victuallers' Trade Fair at Earls Court, London, on March 11-15. The fair was sponsored by the *Morning Advertiser* and organized by Contemporary Exhibitions Ltd.

Information for United Kingdom Exporters

BRIEF DETAILS are given below of overseas inquiries for United Kingdom products, contracts open for tender, reports on commercial conditions abroad, export trade openings, etc., issued recently by the Export Services Branch, Board of Trade, to subscribers to the *Export Service Bulletin.*

The *Bulletin*, published three times a week, with a weekly Supplement, is available to United Kingdom manufacturers and exporters at a subscription of £10 10s. a year. A subscription form can be obtained from the Export Services Branch, Board of Trade, Room E.11, Hillgate House, 35 Old Bailey, London, E.C.4. (City 5757, Ext. 433), (Telex 25977). Copies of particular *Bulletins* containing further details of the items referred to below can be obtained from the same address on prepayment of the sum of 2s. per copy.

Calls for Tender

*Inquiries connected with the calls for tender mentioned below should be addressed to the Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Inquiries by telephone: City 5757, Ext. 406 and 404). Reference numbers should always be quoted. The date given is the closing date for tendering. It refers to the current year unless otherwise indicated. Tender documents are available for loan in those cases marked with an asterisk *.*

AUSTRALIA

Balances for Commonwealth Stores Supply and Tender Board. (Further Information.) E.S.B. 5172/63.*
Analogue Magnetic Tape Recorder/Reproducer for the Department of Supply, Melbourne. April 18. E.S.B. 9167/63.*
Construction Project for Capricornia Regional Electricity Board. April 5. E.S.B. 9122/63.*
Harbour Projects for Public Works and Country Water Supply, W.A. May 7. E.S.B. 8354/63.*
Harbour Works for Freemantle Harbour Trust. (Advance Information.) E.S.B. 38310/61.
Insulators for Brisbane City Council. April 5. E.S.B. 9708/63.*
Mooring Components for the Maritime Services Board of N.S.W. April 8. E.S.B. 9437/63.

BRUNEI

Building Project for Brunei Malay Teachers' Association. April 30. E.S.B. 9425/63.

BURMA

Whitewares Manufacturing Plant for Burma Economic Development Corporation. April 18. E.S.B. 9482/63.*
Boiler Smoke Tubes for Burma Railways. April 4. E.S.B. 9481/63.*

Civil Stores Committee:
Electrodes and Accessories. April 3. E.S.B. 9433/63*
Air Compressors. April 4. E.S.B. 9432/63.*
Steel Split Pins; Washers; Twist Drills. April 3. E.S.B. 9184/63.*
Galvanized Sheets. April 3. E.S.B. 9183/63.*
Fire Pumps. April 4. E.S.B. 9431/63.*
Wire Mesh. April 4. E.S.B. 9195/63.*
Canvas and Tarpaulins. April 4. E.S.B. 9196/63.*
Stocks and Dies. April 4. E.S.B. 9197/63.*
Diamond Wheel Turning Tools. April 8. E.S.B. 9198/63.*
Mirrors. April 8. E.S.B. 9199/63.*
Linoleum; Adhesives. April 8. E.S.B. 9430/63.*
Steel U. Bends. April 8. E.S.B. 9193/63.
Trucks. April 8. E.S.B. 9179/63.*
Tipper Truck. April 8. E.S.B. 9180/63.*
Pumps. April 2. E.S.B. 9186/63.*
Mild Steel Flats. April 2. E.S.B. 9188/63.*
Nuts, Bolts and Rivets. April 2. E.S.B. 9177/63.*
Petrol Trucks. April 8. E.S.B. 9192/63.*
Trucks. April 8. E.S.B. 9191/63.*
Steel Manufactures. April 2. E.S.B. 9185/63.*
Trucks. April 8. E.S.B. 9190/63.*
Water Coolers. April 2. E.S.B. 9187/63.*
Casement Windows; Sliding Bolts; Roller Shutter Doors. April 3. E.S.B. 9182/63.
Pipes and Fittings. April 3. E.S.B. 9181/63.*

CEYLON

Radial Gates for Director of Irrigation. (Further Information.) Tender documents now received. E.S.B. 8458/63.*
Purification Plant for Department of Water Supply and Drainage. (Further Information.) Tender documents and drawings available. E.S.B. 7729/63.*
Trailers for Port (Cargo) Corporation. May 7. E.S.B. 9802/63.*

Government Stores Department:
Pressure Lamps. April 16. E.S.B. 9492/63.
Envelopes. April 16. E.S.B. 9494/63.

COLOMBIA

El Instituto Nacional de Fomento Municipal:
Water Works Equipment. April 8. E.S.B. 9779/63.*
Water Works Equipment. April 8. E.S.B. 9780/63.*

CONGO REPUBLIC (BRAZZAVILLE)

Telephonic Material for Office Equatorial des Posts et Telecommuncations. April 2 E.S.B. 9435/63.*

CYPRUS

Electricity Authority of Cyprus:
Insulators. (Further Information.) E.S.B. 8166/63.*
Aluminium Conductors. (Further Information.) E.S.B. 8167/63.*
Transformers. (Further Information.) E.S.B. 8168/63.*

ECUADOR

Electrical Equipment for El Instituto Ecuatoriano de Electrificacion. April 8. E.S.B. 9487/63.*
Hydro Electric Plant for the Municipal Council of Canar. April 8. E.S.B. 9440/63.*

EGYPT

Metallurgical Plant for the General Organization for Executing the Five-Year Plan. April 30. E.S.B. 9140/63.

Egyptian Railways:
Electrical Sub-Station. May 25. E.S.B. 9486/63.
Mild Steel Equal Angles. April 6. E.S.B. 9485/63.

The Cairo Transport Authority:
Pinions and Gear Wheels. April 3. E.S.B. 9726/63.*
Resistor Grids. April 9. E.S.B. 9732/63.
Steel Slide Wearing Bars. April 4. E.S.B. 9728/63.*
Chain. April 6. E.S.B. 9729/63.* (In French.)
Steel Bars. April 2. E.S.B. 9725/63.*
Tramways Wheel Steel Tyres. April 1. Tender documents (partly in French) available. E.S.B. 9724/63.*
Steel Bars. April 4. Tender documents (partly in French) available. E.S.B. 9727/63.*
Cable. April 7. Tender documents (partly in French) available. E.S.B. 9730/63.*
Steel Springs. April 8. Tender documents (partly in French) available. E.S.B. 9731/63.*

ERITREA

Ministry of National Defence:
Cloth. April 5. E.S.B. 9174/63.
Clothing. April 5. E.S.B. 9176/63.
Uniform Articles. April 5. E.S.B. 9175/63.

FORMOSA

Central Trust of China:
Steel Bushed and Roller Chain. April 2. E.S.B. 8435/63.*
Insulators. April 1. E.S.B. 9124/63.*
Rubber Air Hose. April 2. E.S.B. 8437/63.*
Gas Detectors. April 4. E.S.B. 9795/63.*
Conveyor Belt Equipment. April 4. E.S.B. 9759/63.*
Magnesium Ingots. April 2. E.S.B. 9791/63.*
Laboratory Equipment. April 3. E.S.B. 9760/63.*
Metal Alloy. April 4. E.S.B. 9793/63.*
Metal Alloys. April 3. E.S.B. 9792/63.*
Sub-Station Equipment. April 2. E.S.B. 9790/63.*

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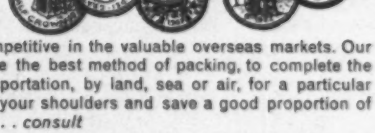

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Information for U.K. Exporters (*Continued*)

FRANCE

Headquarters, A.F.C.E., Fontainebleau:
Fire Trucks. April 16. E.S.B. 9429/63.*
Typewriters. April 3. E.S.B. 9121/63.*

GREECE

Fire Pumps for Ministry of National Defence. April 17. E.S.B. 9120/63.*

Ministry of Trade:
Insect Attracting Substance. April 5. E.S.B. 8432/63.*
Molasses. April 1. E.S.B. 8433/63.*

INDIA

Erection of Sub-Station for Hindustan Photo Films Manufacturing Co. Ltd. April 22. E.S.B. 9721/63.*
Bridge Construction for the Port of Calcutta. (Further Information.) Tender documents now received. E.S.B. 6544/63.*
Material Handling Equipment for Heavy Electricals (India) Ltd. April 5. E.S.B. 9156/63.
Fuel Oils for Maharashtra State Electricity Board. April 4. E.S.B. 9157/63.
Foundry Equipment for Hindustan Machine Tools Ltd. April 18. E.S.B. 9145/63.*
Microwave and Associated Equipment for Indian Posts and Telegraphs Department. April 1. E.S.B. 9405/63.*
Generating Sets for U.P. State Electricity Board. April 29. E.S.B. 9761/63.
Dust Collection Plant for Damodar Valley Corporation. (Further Information.) Closing date postponed to April 8. E.S.B. 39691/62.
Mine Hoists for Singareni Collieries Co. Ltd. (Further Information.) Closing date postponed to May 30. E.S.B. 4850/63.

The Madras State Electricity Board:
Transformers; Metering Equipment. April 30. E.S.B. 9720/63.*
Cable and Accessories. April 29. E.S.B. 9170/63.*

National Coal Development Corporation Ltd.:
Pumps. April 8. E.S.B. 9406/63.*
Fire Fighting Equipment. April 8. E.S.B. 9407/63.*
Wagons. (Further Inormation.) Closing date postponed to April 4. E.S.B. 36698/62.

Hindustan Steel Limited:
Centrifugal Ventilators. April 11. E.S.B. 9722/63.
Alloy Steel Plates, Squares and Slabs. April 25. E.S.B. 9723/63.
Iron Ore Sintering Plant. May 27. E.S.B. 9403/63.*
Metalworking Machinery. April 11. E.S.B. 9719/63.
Nickel Briquettes of Pallets. (Further Information.) Tender documents now received. E.S.B. 8463/63.*
Steel Castings. (Further Information.) Specifications now available. E.S.B. 7337/63.*

Workshops Division, Dapuri:
Industrial X-Ray Equipment. April 26. E.S.B. 8453/63.
Hobbing Machine. April 26. E.S.B. 9101/63.
Profile Bending Machine. April 26. E.S.B. 9102/63.
Furnace. April 26. E.S.B. 9103/63.
Electric Furnace. April 15. E.S.B. 9104/63.

Atomic Energy Establishment:
Motor Starters. April 9. E.S.B. 9163/63.
Radial Drilling Machine. April 10. E.S.B. 9164/63.
Microfilter Units. April 3. E.S.B. 9160/63.
Jeweller's Lathes. April 19. E.S.B. 9775/63.
Tool and Cutter Grinding Machine. April 16. E.S.B. 9773/63.
Welding Apparatus. April 5. E.S.B. 9161/63.
Sub-Station Equipment. April 4. E.S.B. 9162/63.
Ultrasonic Cleaning Unit. April 15. E.S.B. 9772/63.
Hardness Testers. April 18. E.S.B. 9774/63.

IRAN

Tyre Re-Treading Equipment for Iranian Army Ordnance Department. April 8. E.S.B. 9135/63.*
Sodium Hydrosulphite for Sugar Factories Co. April 14. E.S.B. 9709/63.*
Industrial Tallow for Chemical and Food Materials Co. April 20. E.S.B. 9707/63.*
Water Meters for the Behbahan Irrigation Co. April 4. E.S.B. 9710/63.*

Iranian Tobacco Monoply:
Aluminium Foil. April 17. E.S.B. 9704/63.*
Cellulosic Film and Tape. April 16. E.S.B. 9706/63.*
Cigarette Paper. April 29. E.S.B. 9703/63.
Aluminium Foil. May 13. E.S.B. 9705/63.*

Iranian State Railways:
Nuts and Bolts. April 14. E.S.B. 9136/63.*
Pentachlorophenol. April 29. E.S.B. 9477/63.*
Pipes. April 20. E.S.B. 9702/63.*
Power Tools; Carbide Lamps. April 22. E.S.B. 9478/63.*

IRAQ

Ancillary Installations for Cobalt Project for Atomic Energy Commission. April 11. E.S.B. 9764/63.
Cast Iron Specials and Sluice Valves for Baghdad Water Supply Administration. May 6. E.S.B. 9763/63.
Telephone Line Concentrators for Central Foreign Purchasing Board. May 26. E.S.B. 9762/63.

IRISH REPUBLIC

Filtration Plant for Monaghan County Council. April 5. E.S.B. 9149/63.

KOREA

Miscellaneous Equipment for Office of Supply. April 6. E.S.B. 9137/63.*

KUWAIT

Ministry of Finance and Industry:
Petrol-Chemical Project. (Advance Information.) E.S.B. 9169/63.
Industrial Area Construction. (Advance Information.) E.S.B. 9402/63.

The Ministry of Electricity and Water:
Lamps. April 3. E.S.B. 9165/63.*
Underpressure Water Branch Connections; Drilling Machines. April 10. E.S.B. 9166/63.*

NEW ZEALAND

Transformers for Electricity Department, Wellington. June 11. E.S.B. 9171/63.*
Surface Planer and Jointer for Auckland Harbour Board. April 2. E.S.B. 9778/63.*
Surgical Dressings for Auckland Hospital Board. April 19. E.S.B. 9460/63.*

General Post Office:
Capacitors. April 22. E.S.B. 9422/63.*
Voltmeter. April 17. E.S.B.9449/63.*
Wire. April 19. E.S.B. 9767/63.*

PAKISTAN

Psophometers for Pakistan Telegraph and Telephone Department.
Grinding Wheels for Pakistan Western Railway. (Further Information.) Tender documents now received. E.S.B. 8415/63.*
Chemicals for West Pakistan Industrial Development Corporation. April 1. E.S.B. 9765/63.

Pakistan Eastern Railway:
Anti-creep Rail Anchors. April 18. E.S.B. 9783/63.*
Electric Motors. April 17. E.S.B. 9784/63.*
Metal. April 1. E.S.B. 9785/63.*
Copper Pipe. April 1. E.S.B. 9786/63.*
Copper Wire Sheets and Rounds. April 3. E.S.B. 9787/63.*

PANAMA

Land Reclamation for Colon Free Zone. (Further Information.) Closing date not known. E.S.B. 31106/61.

PORTUGUESE EAST AFRICA

Ports, Railways and Transport Department:
Aircraft Spares. May 3. E.S.B. 9410/63.
Padlocks. April 10. E.S.B. 9408/63.
Sewing Machine. April 19. E.S.B. 9411/63.

PORTUGUESE WEST AFRICA

Meter for Mocamedes Municipality. April 9. E.S.B. 9711/63.
Kitchen Equipment; Steam Generator; Hot Water System and Incinerating Plant for Central Hospital, Luanda. May 3. E.S.B. 9718/63.
Water Meter Accessories for Water and Electricity Board. April 5. E.S.B. 9715/63.
Plant for Concrete Tubing for Municipality of Nova Lisboa. April 15. E.S.B. 9717/63.
Geology and Mining Department:
Chemical Reagents and Products. April 2. E.S.B. 9716/63.
Equipment for Physico-Chemical Laboratory. April 10. Tender documents (in Portuguese) available. E.S.B. 9714/63.*

RHODESIA AND NYASALAND

Chemicals for Federal Tender Board. April 5. E.S.B. 8128/63.*

SOUTH AFRICA

Sewage Works Equipment for City Council of Johannesburg. April 2. E.S.B. 9144/63.*
Road Building Equipment for Orange Free State Provincial Tender Board. April 16. E.S.B. 9443/63.*
State Tender Board:
Laboratory Apparatus, etc. April 5. E.S.B. 9450/63.*
Laboratory Equipment. April 5. E.S.B. 9451/63.*
Microscopes and Accessories. April 4. E.S.B. 9452/63.*
South African Railways:
Cooling Appliances. April 26. E.S.B. 9459/63.*
Rod Boring Machine. April 11. E.S.B. 9453/63.*
Chemicals. April 11. E.S.B. 9454/63.*
Detuner for Jet Engine Test Cell. April 11. E.S.B. 9458/63.*

SPAIN

Fire Fighting Equipment for Diputacion Provincial of Barcelona. (Further Information.) Tender documents (in Spanish) now available. E.S.B. 7340/63.*
Mobile Workshops for El Instituto Nacional de Colonizacion. April 17. E.S.B. 9442/63.*

SUDAN

Prefabricated Buildings for Ministry of Works. April 16. E.S.B. 9480/63.*

The Sudan Gezira Board:
Fertilizers. April 17. E.S.B. 9712/63.*
Storage Sheds. April 20. E.S.B. 9713/63.*
Department of Stores and Equipment:
Carbon Paper. April 10. E.S.B. 9428/63.
Cloth Puggaree White. April 9. E.S.B. 9427/63.
Textiles. April 14. E.S.B. 9426/63.

TANGANYIKA

Boots for Ministry of Communications, Power and Works. April 12. E.S.B. 9401/63.*

THAILAND

Copper Cable for Metropolitan Electricity Authority. April 12. E.S.B. 9412/63/D.L.F.
Staple Fibre for the Weaving Organization. April 1. E.S.B. 9416/63.

TUNISIA

Pipes and Fittings for Secretariat d'Etat a l'Agriculture. Closing date postponed to April 5. Tender documents (in French) available. E.S.B. 3107/63.*

TURKEY

Reamers for State Highways Department, Ankara. April 3. E.S.B. 9789/63.*
Portal Frame Building for Allied Land Forces, South Eastern Europe. April 22. E.S.B. 9444/63.*

Denizcilik Bankasi T.A.O.:
Autoclave. April 2. E.S.B. 9469/63.*
Radio Beacon Apparatus. April 1. E.S.B. 9470/63.*
Sisal Rope. April 15. E.S.B. 9447/63.*
Steel Wire Rope. April 3. E.S.B. 9446/63.*
Electric Cable. April 4. E.S.B. 9448/63.*
Signalling Transmitter. April 2. E.S.B. 9465/63.*

UNITED STATES OF AMERICA

Circuit Breakers for the U.S. Corps of Engineers. (Further Information.) Tender documents now available. E.S.B. 7708/63.*

URUGUAY

Engineering Consulting Services for Admin. General de la U.T.E. (Further information.) Closing date postponed to April 9. E.S.B. 35260/62.
Administracion de Ferrocarriles del Estado:
Lubricating Oils and Greases. May 6. E.S.B. 9781/63.* (In Spanish.)
Railway Line Levels. May 6. E.S.B. 9782/63.* (In Spanish.)

Information for U.K. Exporters (*Continued*)

Agency and Export Opportunities, Market Surveys, Etc.

Further details of the items referred to below are contained in recent issues of the Export Service Bulletin, or Supplement, copies of which can be obtained from the Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4 (inquiries by telephone: City 5757, Ext. 427), on prepayment of the sum of 2s. per copy. The reference number should be quoted in all inquiries.

Australia
Agency inquiry for fancy goods. (E.S.B. 8369/63.)
Agency inquiry for worsteds. (E.S.B. 8392/63.)
Inquiry for electrical conductors for motor cars. (E.S.B. 8343/63.)
Inquiry for knitwear. (E.S.B. 8684/63.)

Bahrain
Market report on motor vehicles. (E.S.B. 22387/62.)

Belgium
Agency inquiry for Scotch whisky; gin. (E.S.B. 8643/63.)

Belgium and Luxembourg
Economic report for 1962. (C.R.E. 3476/G.)

Brazil
Industrial and trade developments, January 1963. (C.R.E. 1251/3/G.)

British Guiana
Agency inquiry for agricultural equipment; builders' hardware; tools; clothing; footwear. (E.S.B. 8583/63.)
Economic report, October-December 1962. (C.R.E. 5007/G.)
Economic report for 1962. (C.R.E. 5007/G.)

Canada
Agency inquiry for ropes. (E.S.B. 8698/63.)
Agency inquiry for builders' hardware; horticultural equipment; sports equipment. (E.S.B. 9260/63.)
Inquiry for metal doors. (E.S.B. 8763/63.)
Inquiry for commercial laundry and other institutional equipment. (E.S.B. 8802/63.)
Inquiry for oilfield refinery equipment; petroleum marketing equipment; industrial engines, pumps and valves. (E.S.B. 8758/63.)
Inquiry for printing, cutting and folding machines. (E.S.B. 7880/63.)

Ceylon
Inquiry for fishing nets; machinery for making fishing nets. (E.S.B. 8613/63.)

Chile
Inquiry for storage tanks. (E.S.B. 8908/63.)

Colombia
Inquiry for bottling machinery. (E.S.B. 8690/63.)

Cyprus
Agency inquiry for adhesives. (E.S.B. 3808/63.)

Czechoslovakia
Economic report, November-December 1962. (C.R.E. 2264/62.)

Czechoslovakia/North Korea
Trade Agreement. (C.R.E. 5877/G.)

Denmark
Inquiry for biological filters. (E.S.B. 8612/63.)
Economic report for 1962. (C.R.E. 3029/61.)
Economic report, January 1963. (C.R.E. 2744/63.)

Ecuador
Inquiry for printing machinery. (E.S.B. 8770/63.)

Egypt
Inquiry for potato grading and handling equipment. (E.S.B. 8384/63.)

Ethiopia
Agency inquiry for trucks; tractors; road construction and maintenance machinery; electrical equipment. (E.S.B. 8600/63.)

Fiji
Agency inquiry for piece-goods; blankets; canvas; leather cloth. (E.S.B. 8728/63.)

Finland
Agency inquiry for hypodermic syringes. (E.S.B. 8364/63.)
Agency inquiry for cosmetics. (E.S.B. 8673/63.)
Postal Strike. (C.R.E. 382/63.)

Formosa
Economic report, October-December 1962. (C.R.E. 3279/62.)

France
Agency inquiry for textiles; imitation furs. (E.S.B. 8890/63.)
Agency inquiry for furniture; mattresses. (E.S.B. 8514/63.)
Agency inquiry for steel; tubes and sections; tools. (E.S.B. 9064/63.)
Agency inquiry for protective clothing. (E.S.B. 9073/63.)
Agency inquiry for whisky. (E.S.B. 9057/63.)
Agency inquiry for hand tools; household appliances; cleansing products. (E.S.B. 8784/63.)
Agency inquiry for flash lamps. (E.S.B. 8700/63.)
Agency inquiry for gloves. (E.S.B. 3442/63.)
Agency inquiry for mirror frames; jewel cases; glassware. (E.S.B. 8554/63.)
Agency inquiry for motor boat equipment nd accessories. (E.S.B. 8737/63.)
Agency inquiry for textiles. (E.S.B. 8555/63.)
Inquiry for instruments; meters. (E.S.B. 2451/63.)
Economic report, January 1963. (C.R.E. 213/63.)
Report on visit to Basses-Pyrenees. (E.S.B. 8864/63.)

France/Turkey
Trade Agreement. (C.R.E. 2057/58.)

Germany (Federal Republic of)
Agency inquiry for industrial engineering products. (E.S.B. 8563/63.)
Agency inquiry for telecommunications equipment; machine tool control systems. (E.S.B. 8012/63.)
Agency inquiry for worsteds. (E.S.B. 8927/63.)
Agency inquiry for tartan neck-tie materials. (E.S.B. 8801/63.)
Market report on hand tools. (E.S.B. 4270/63.)
Economic report, March 4-10, 1963. (C.R.E. 1479/G.)
Import Committee Publication, February 20, 1963 – prawns; sugar beet; beet and cane sugar, etc. (C.R.E. 158/62.)
Import Committee Publication, February 20, 1963 – foodstuffs. (C.R.E. 158/62.)
Import Committee Publication, February 27, 1963 – skimmed milk powder. (C.R.E. 158/62.)

Ghana
Inquiry for electrical equipment and supplies – further information. (E.S.B. 7245/63.)

Greece/Pakistan
Trade Agreement. (C.R.E. 1128/G.)

Haiti
Economic report for 1962. (C.R.E. 935/G.)

Iran
Agency inquiry for textiles; consumer goods. (E.S.B. 7896/63.)
Market report on food-processing machinery. (E.S.B. 5257/63.)

Italy
Agency inquiry for harvesting machinery. (E.S.B. 8302/63.)
Agency inquiry for chemicals. (E.S.B. 8742/63.)
Agency inquiry for biscuits. (E.S.B. 8751/63.)
Agency inquiry for soap. (E.S.B. 8656/63.)
Agency inquiry for knitwear. (E.S.B. 8516/63.)
Economic report for 1962. (C.R.E. 3053/62.)

Jamaica, British Honduras, Bermuda, The Bahamas
Economic report for 1962. (C.R.E. 3998/2G.)

Japan
Market report on dairy machinery. (E.S.B. 4713/63.)

Japan/U.S.S.R.
Trade Agreement. (C.R.E. 1894/G.)

Jordan
Agency inquiry for building materials and equipment. (E.S.B. 7527/63.)

Kenya
Agency inquiry for cotton textiles. (E.S.B. 8049/63.)

Kuwait
Agency inquiry for office furniture and equipment. (E.S.B. 8691/63.)
Inquiry for magnetically or electrically operated games. (E.S.B. 7160/63.)
Market report on commercial vehicles. (E.S.B. 28676/62.)

Laos
Economic report for 1962. (C.R.E. 229/59.)

Malaya
Inquiry for chemical laboratory equipment. (E.S.B. 8851/63.)

Mali
Inquiry for radio equipment. (E.S.B. 8783/63.)

Netherlands
Agency inquiry for consumer goods; steel products; chemicals. (E.S.B. 8551/63.)
Inquiry for valves; plates; flanges. (E.S.B. 8945/63.)
Market report on space heaters. (E.S.B. 1411/63.)

New Zealand
Agency inquiry for cotton dress goods; printed furnishing fabrics. (E.S.B. 8576/63.)
Agency inquiry for women's coat fabrics. (E.S.B. 8782/63.)

North America
Visits of department store buyers. (E.S.B. 9038/63.)

Norway
Agency inquiry for steel. (E.S.B. 8876/63.)
Inquiry for water fountain equipment. (E.S.B. 8387/63.)

Pakistan
Market report on hospital equipment, medical appliances and dental equipment. (E.S.B. 28446/62.)
Market report on commercial and public service vehicle. (E.S.B. 31434/62.)

Paraguay
Agency inquiry for builders' materials. (E.S.B. 8947/63.)

Peru
Economic report, January 1963. (C.R.E. 1086/63.)

Philippines
Agency inquiry for automotive parts and accessories. (E.S.B. 4212/63.)
Inquiry for ferrous and non-ferrous metals. (E.S.B. 8575/63.)
Inquiry in respect of pipe manufacturing project. (E.S.B. 7989/63.)

(*Continued on page 679*)

PUBLIC WORKS DEPARTMENT

WESTERN AUSTRALIA

ESPERANCE HARBOUR DREDGING CONTRACT

Tenders are invited for the dredging of approximately 2,800,000 cubic yards of sand, the whole of which is to be deposited to reclamation in the development of a new port at Esperance on the south coast of Western Australia.

The Contract Documents will be available on the payment of a fee of £5. 0. 0 (Five pounds Australian currency) as from the 7th March, 1963 from the Contract Officer, Public Works Department, Saint George's Place, Perth, Western Australia, or as from the 14th March, 1963 on payment of a fee of £4. 0. 0 (Four pounds Sterling) from the office of the Agent General for Western Australia, Savoy House, Strand, London.

Tenders close with the Contract Officer, Public Works Department, Saint George's Place, Perth, Western Australia, at 2.30 p.m. on the 7th May, 1963.

CANADA

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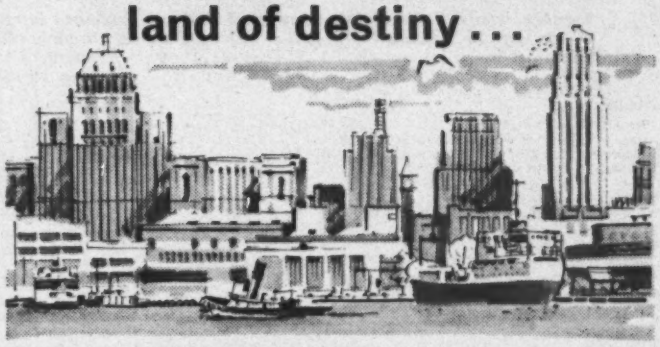

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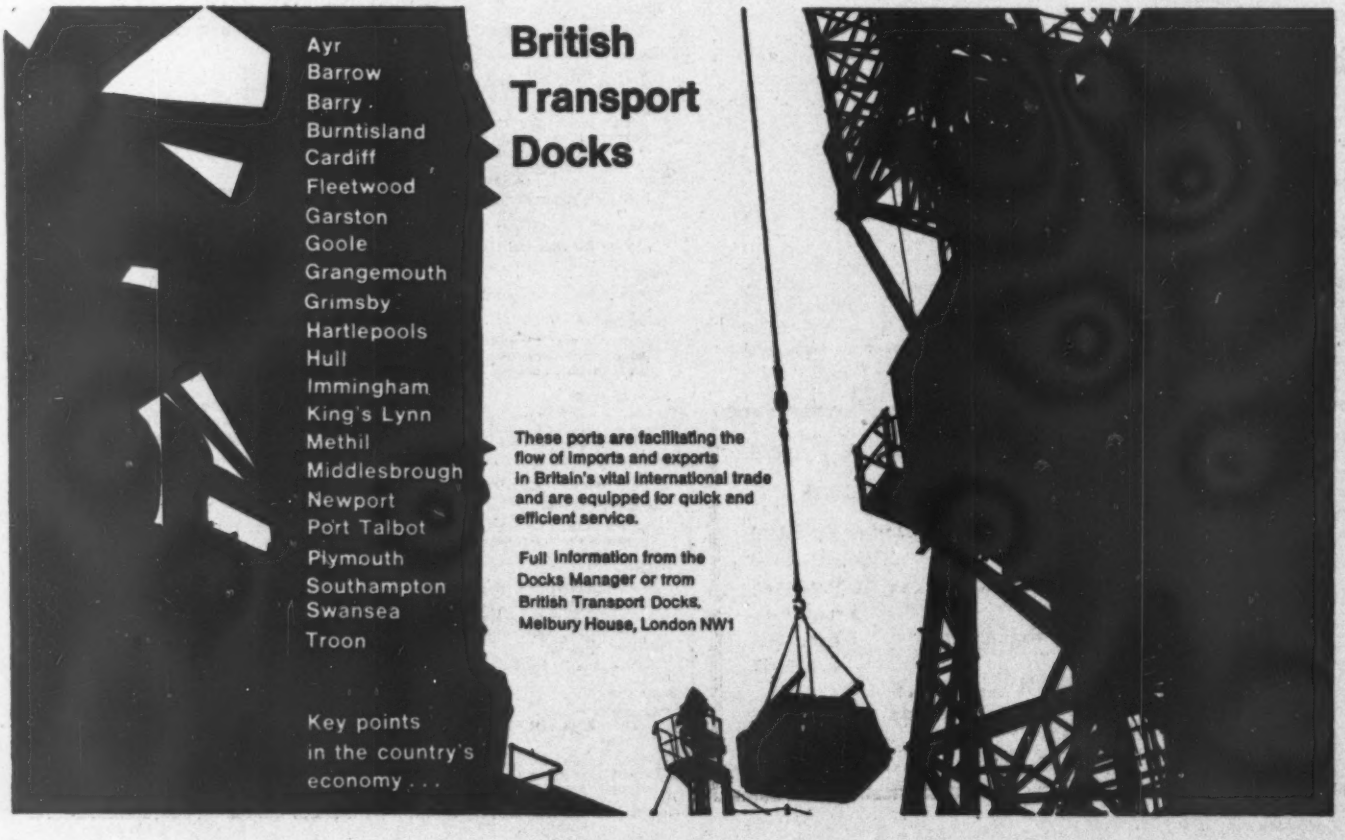

British Transport Docks

These ports are facilitating the flow of imports and exports in Britain's vital international trade and are equipped for quick and efficient service.

Full information from the Docks Manager or from British Transport Docks, Melbury House, London NW1

Information for U.K. Exporters (*Continued*)

Qatar
Market report on motor vehicles. (E.S.B. 25766/62.)

South Africa
Market report on packaging. (E.S.B. 1535/63.)
State Tender Board documents.
Postage Rates. (E.S.B. 9288/63.)

South Korea
Economic report for 1962. (C.R.E. 196/59.)

South Vietnam
Agency inquiry for diesel lorries; engines; generating sets; electrical goods; motor cars and accessories. (E.S.B. 8874/63.)

Sweden
Agency inquiry for confectionery. (E.S.B. 8724/63.)
Agency inquiry for book-keeping machines. (E.S.B. 8824/63.)
Agency inquiry for rubber gloves; handkerchiefs; bathroom mats. (E.S.B. 32750/62.)
Agency inquiry for chemicals. (E.S.B. 8871/63.)
Inquiry for ferrous and non-ferrous metals; rivets; lamps. (E.S.B. 5234/63.)
Economic report, January 1963. (C.R.E. 2452/63.)
Report on safety regulations and prevention of accidents in agriculture. (E.S.B. 4337/63.)

Switzerland
Agency inquiry for men's wear accessories. (E.S.B. 8791/63.)
Agency inquiry for department store goods; machinery and plant; electronic equipment; fibre glass products; office machinery and supplies; printing equipment and supplies; hardware. (E.S.B. 8089/63.)
Inquiry for time recorders. (E.S.B. 8618/63.)

Trucial States
Inquiry for foodstuffs; confectionery; detergents. (E.S.B. 6732/63.)

Trucial States (excluding Abu Dhabi)
Market report on motor vehicles. (E.S.B. 25455/62.)

United States of America
Agency inquiry for steel; wire; tubing; strapping. (E.S.B. 8734/63.)
Agency inquiry for marmalade and preserves. (E.S.B. 8798/63.)
Inquiry for picture frames. (E.S.B. 8693/63.)
Inquiry for church ornaments and requisites. (E.S.B. 7882/63.)
Inquiry for reptile skins. (E.S.B. 8931/63.)
Manufacture under licence — aircraft control and actuation systems. (E.S.B. 8697/63.)
Market report on footwear. (E.S.B. 36264/62.)

Venezuela
Agency inquiry for socks. (E.S.B. 3075/63.)

Hints to Businessmen Visiting Paraguay

A REVISED edition of the booklet on Paraguay has been published in the series of 'Hints to Businessmen'.

British businessmen who intend visiting that country on export business can obtain copies of the booklet on application to the Board of Trade, Directories and Notices Section, Room 0348, Horse Guards Avenue, London, S.W.1. (Tel. Trafalgar 8855, Ext. 2928).

Business Opportunities in Australia

Revised editions of the booklets 'Australia – a Guide for New Companies' and 'Australia - A Guide for Newcomers', issued by the National Bank of Australia Ltd., are now available free from the Bank's offices at 6/8 Tokenhouse Yard, London, E.C.2, Australia House, London, W.C.2, and 11a Albemarle Street, London, W.1.

B.O.T. Departments, Overseas Officers and Commercial Inquiry Officers

	Last published in Board of Trade Journal
British Commercial Representatives Overseas	15 Nov. 1962
Board of Trade Departments . . .	3 Aug. 1962
Board of Trade, Regional Organization .	1 Feb. 1963
E.C.G.D. Local Offices	1 Feb. 1963
British and Commonwealth Chambers of Commerce and other British Business Organizations Overseas	1 Feb. 1963
U.S. Consular Offices in the U.K. . .	21 July 1961

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Tariff, Customs, Import and Other Regulations in Overseas Countries

Registered Trade Mark (rtm) Goods in Overseas Tariff Lists

THE LISTS OF TARIFF, Customs and Import regulation changes in overseas countries published in this section of the Journal sometimes contain words which are registered trade marks in the United Kingdom. So far as is practicable, all lists of goods are checked before publication from this point of view.

Items which fall into this category will now be prefixed by the letters 'r t m'. Readers of the Journal should note that this prefix signifies that the words are registered as trade marks in the United Kingdom, but that in the present context they are assumed to refer generally to products of the description stated in brackets.

While every attempt will be made to ensure that the scrutiny is complete, the lists may contain other words which are registered as trade marks in the United Kingdom or in other countries but which it has not been possible to identify.

DENMARK

Further Liberalization List

BY AN ANNOUNCEMENT of the Danish Ministry of Commerce, the following goods have been liberalized with effect from January 1, 1963. This notification will again amend the list of goods for which import licences are required, published in the *Board of Trade Journal* on April 1, 1960 (page 737). Previous amendments were published in the *Board of Trade Journal* on January 27, 1961, May 4, 1961, June 16, 1961, January 26, 1962, July 13, 1962, and September 7, 1962.

CHAPTER 6

Live trees and other plants, bulbs, roots and the like; cut flowers and ornamental foliage

ex 06.01 Bulbs, tubers, tuberous roots, corms, crowns and rhizomes, dormant, in growth or in flower *except* of the following kinds: hyacinths, narcissus and tulips.

ex 06.02 Other live plants (including trees, shrubs, bushes, perennials, roots and slips) *except* fruit trees for breeding (parent stocks), forest plants, mycelium and cuttings, with or without root (previously liberalized).

CHAPTER 8

Edible fruit and nuts; peel of melons or citrus fruit

ex 08.11 Cherries, provisionally preserved in brine, sulphur water or in other preservative solutions.

CHAPTER 15

Animal and vegetable fats and oils and their cleavage products; prepared edible fats; animal and vegetable waxes

ex 15.04 Refined fats and oils, of fish and marine mammals, *except* cod-liver oil for medical and veterinary purposes (previously liberalized).

ex 15.07 Fixed vegetable oils, fluid or solid, crude, refined or purified, *except* linseed oil, oiticica oil, olive oil, castor oil and wood oil (previously liberalized).

ex 15.10 Fatty acids *except* olein and tall oil fatty acid; acid oils from refining (previously liberalized).

15.12 Animal or vegetable fats and oils, hydrogenated, whether or not refined, but not further prepared.

ex 15.13 Margarine.

15.17 Residues resulting from the treatment of fatty substances or animal or vegetable waxes.

CHAPTER 16

Preparations of meat, of fish, of crustaceans or molluscs

16.03 Meat extracts and meat juices.

CHAPTER 17

Sugars and sugar confectionery

ex 17.04 Chewing gum.

CHAPTER 18

Cocoa and cocoa preparations

ex 18.06 Coating chocolate in blocks weighing 5 kg. or more.

CHAPTER 40

Rubber, synthetic rubbers, factice, and articles thereof

ex 40.09 Brake-hoses, fully assembled; fenders.

ex 40.11 Solid tyres.

ex 40.14 Other articles of unhardened vulcanized rubber, *except* (printing) blankets, machine felt, buckles, knitting needles and pins, crochet hooks, hairpins and hair clips and packings and gaskets for engines, cocks and valves, rubber-labels (previously liberalized) and rubber bands, bungs, stoppers and rings for bottles, jars, etc., tightening fillets and strips, mats.

CHAPTER 44

Wood and articles of wood; wood charcoal

44.21 Complete wooden packing cases, boxes, crates, drums and similar packings imported assembled, unassembled or partly assembled.

ex 44.22 Casks, barrels, vats, tubs, buckets and other coopers' products and parts thereof, of wood, other than staves falling within heading No. 44.08, *except* secondhand casks or barrels of wood, butter-casks and parts thereof (previously liberalized).

ex 44.23 Builders' carpentry and joinery (including prefabricated and sectional buildings), *except* wood adapted for builders' use and assembled parquet flooring panels (previously liberalized) and doors and door frames, windows and window frames.

CHAPTER 73

Iron and steel and articles thereof

ex 73.27 Concrete reinforcing material.

ex 73.40 Fittings for plumbers' work, such as gutter brackets, hinge pins and hangers, stags and holders for fixing piping and tubing, *except* pipe holders of cast iron (previously liberalized).

CHAPTER 82

Tools, implements, cutlery, spoons and forks, of base metal; parts thereof

ex 82.14 Spoons, forks, fish-knives, butter-knives, ladles and similar kitchen or tableware, plated with gold or silver.

CHAPTER 83

Miscellaneous articles of base metal

ex 83.01, ex 83.02 Pasquillocks, espagnolette and cremone bolts and fittings.

CHAPTER 84

Boilers, machinery and mechanical appliances; parts thereof

ex 84.30 Machinery and apparatus and parts thereof, of a kind used for the treatment and preparation of dough, bread, cakes and meat.

84.58 Automatic vending machines (for example, stamp, cigarette, chocolate and food machines), not being games of skill or chance.

CHAPTER 85

Electrical machinery and equipment; parts thereof

ex 85.01 Rectifiers and rectifying apparatus and parts.

CHAPTER 87

Vehicles, other than railway or tramway rolling-stock, and parts thereof

ex 87.02 Motor vehicles for the transport of goods or materials of a total load (unladen weight plus the chassis load allowed) of 3,000 kg. and more and chassis for such vehicles with compound cab; motor vehicles for special transport *except* ambulances.

ex 87.03 Special purpose motor lorries and vans (such as breakdown lorries, snowploughs, spraying lorries, crane lorries, searchlight lorries, mobile workshops and mobile radiological units) but not including the motor vehicles of heading No. 87.02 *except* fire-brigade vehicles.

ex 87.05 Bodies (including cabs) for tractors falling within heading No. 87.01 and for motor vehicles included in this additional liberalization list.

CHAPTER 92

Musical instruments; sound recorders and reproducers; parts and accessories of such articles

ex 92.01 Pianos and grand pianos.

CHAPTER 97

Toys, games and sports requisites, parts thereof

ex 97.06 Balls of sponge rubber and air-filled balls of rubber or plastic, *except* tennis balls (previously liberalized).

All inquiries relating to this notice should be addressed to Export Services Branch (Tariff Section), Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 457).

(*Continued on next page*)

DENMARK

Application of EFTA Tariff Reduction

THE DANISH authorities have announced that the 50 per cent. EFTA tariff reduction will, as from March 1, 1963, now apply to those goods listed in the *Board of Trade Journal* on March 23, 1962, page 645.

Inquiries concerning this notice should be addressed to the Export Services Branch (Tariff Section), Board of Trade, Room E47, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 457).

EUROPEAN COMMUNITIES

Further Translations of EEC Regulations

THE FOLLOWING further translations of EEC Regulations are now available from H.M. Stationery Office, Kingsway, London, W.C.2, and branches.

Regulation No. 1/63	postponing the date for bringing into operation the levy system in respect of certain pigmeat products.	Price 5d.
Regulation No. 3/63	concerning commercial relations with state-trading countries in respect of the products covered by Regulations Nos. 19, 20, 21 and 22 of April 4, 1962.	Price 8d.
Regulation No. 4/63	reducing the additional amount of the levy established by Regulation No. 135 in respect of slaughtered hens and chickens imported from third countries.	Price 5d.
Regulation No. 5/63	temporarily replacing certain provisions of Regulation No. 55 relating to bran.	Price 5d.
Regulation No. 6/63	extending the term of validity of Regulation No. 156.	Price 5d.

Fertilizer Consumption

THE COMMISSION of the European Economic Community have reported the issue, as No. 8 in the Agricultural series of the European Economic Community monographs, in French and German of a study carried out by Professor A. Böker on fertilizer consumption in the Common Market countries. This publication may be obtained through H.M. Stationery Office, Kingsway, London, W.C.2, and branches.

FINLAND

Postal Strike

FURTHER to the notice in last week's *Board of Trade Journal*, page 635, exporters are advised not to ship goods to Finland for the time being as goods are not being cleared through Customs because the officials concerned are not working.

Inquiries relating to this notice should be addressed to: Commercial Relations and Exports Department, Horse Guards Avenue, Whitehall, London, S.W.1. (Tel. Trafalgar 8855, Ext. 2368).

PORTUGUESE EAST AFRICA (MOZAMBIQUE)

Liquidation of Indian Assets

THE IMPENDING liquidation of the following Indian firms has been reported by H.M. Consulate-General in Lourenço Marques. Claims against the assets of these firms must be submitted by April 8.

Lourenço Marques District

Vithaldas Mongi (associate of Ranchorda Kalidas & Co.), Jamnadas Lilhadar, Ltd., Centro Comercial, Ltd., Imperio de Lourenco Marques, Ltd., Comercio Geral, Ltd., Narotam Vallabhadas & Ca., Pramanande Pragjee Pala (associate of P. H. Pala & Co. Ltd.,) Latrai Magi, Ansaboo Mahomed Issufo Navat (associate of Joao Joaquim Fernandes & Co.), Ibrahim Ismail Ravat, Govindji Laxmidas, Sociedade de Sementes, Ltd., Kanji Nathoo (associate of Maniar Comercial, Ltd.), Dullabh Rama (associate of Dullabh Rama & Co.), Haribal Vallabh Rama (associate of Dullabh Rama & Co.), Dahya Rama (associate of Dullabh Rama & Co.), Ahmad Abdulla (associate of Abdulla Salomahomed & Co.), Morarjee Givanjee & Co., Makan Gopal, Popatlal Jessang & Co., Sociedade Nacional de Comercio, Ltd., Polana Comercial, Ltd., Sociedade de Agencias Portugales Colonias, Ltd., Ilyas Sidik (associate of Jacaria Hajee Amod & Co.), Mahomed Abdul Shakur (associate of Jacaria Hajee Amod & Co.), Kantilal Kurji (associate of Amarshi Gokaldas & Co. Ltd.),Valabhdas Vassangi (associate of Amarshi Gokaldas & Co.), Amrantlal Nanji & Co. Ltd., Hiralal Manjee & Co., Dayabhai Ratangi & Co., Velji Jetha, Jima Valabh, Jina Dhangi, Lallu Valabhai, Kamhan Dharsi, Morar Bhaga, Daya Chhilea, Jivan Hari, Vanmali Harajee & Co., Uniao Colonial, Ltd.

District of Gaza

Gulamo Mahomed & Co., Mulji & Tulsidas (Successors), Dharamsy Kakoobhay Badiaivi, Rugnath Maturadas & Co., Sociedade Comercial do Guija, Ltd., Baulane Changalal, Rugnarth Ramjee & Co., Parsotamo Hirgy & Co., Jamnadas Bhima (Herdeiros), Varavan Narshi, Laldas Kishordas & Co., Canicado Comercial, Ltd., Usseman Ussen Sema & Co., Lalgy Ranchord, Valabdas Kangi & Co., Chandulal Mohadlal Batt, Mahomed Mussa Popate, Jethalal Veljee & Co., Varaban Kakoo.

Inquiries regarding this notice should be addressed to the Commercial Relations and Exports Department, Board of Trade, Horse Guards Avenue, Whitehall, London, S.W.1. (Tel. Trafalgar 8855, Ext. 3082).

MALAGASY REPUBLIC

Details of Global Quotas

THE MALAGASY *Journal Officiel* of March 2, 1963, has announced details of global quotas for the first half of the 1962/63 quota year, and particulars of these will be given in next week's *Board of Trade Journal*. The French text of the announcement may meantime be seen at Export Services Branch, Board of Trade, Room E38, Hillgate House, 35 Old Bailey, London, E.C.4.

Applications for quotas should be addressed to the appropriate Malagasy authorities from March 26 to April 1, 1963.

World Telex Directory

The fifth edition of 'World Trade Telex' is now available from Telex-Verlag Jaeger and Waldmann, P.O. Box 1060, 61 Darmstadt, W. Germany. Price £3 5s.

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ARGENTINA

Modifications to Import Lists

ARGENTINE GOVERNMENT Decrees Nos. 856 of January 31 and 1162, 1163 and 1165 of February 13, modify as follows the lists attached to Decreee No. 5439/59 (see *Board of Trade Journal* of May 29, 1959, page 1278):

Decree No. 856

Tariff No. 1799/802 – Transformers of more than 6,000 kVA and up to 40,000 kVA and/or more than 66,000 volts and up to 132,000 volts service tension.
This item is hereby included in List No. 6 'A' (100 per cent surcharge)

Tariff No. 1799/802 – Transformers, voltage and power up to 1,000 VA.
This item is hereby removed from List No. 6 'A' (100 per cent surcharge).

Tariff No. 1799/802 – Transformers, voltage and power (measuring transformers) of up to 70 kV service tension.
This item is hereby included in List No. 6 'A' (100 per cent surcharge).

Tariff No. 1799/802 – Boring-grinding machines for piston pin seatings and connecting rod brushes for the maintenance of motor vehicles.
This item is hereby included in List No. 6 'C' (40 per cent surcharge).

Tariff No. 1799/802 – Excavators – elevators applicable to motor graders (attachment).
This item is hereby included in List No. 6 'A' (100 per cent surcharge).

Decree No. 1162

Tariff No. 3068 – Jute burlap of 137 to 366 grammes/sq. metre and of 633 to 904 grammes/sq. metre only.
This item is hereby removed from List No. 3 (40 per cent surcharge).

Tariff No. 3068 – Jute burlap of 137 to 366 grammes/sq. metre only for packing cereals, potatoes, onions, carrots, yerba mate, fertilizing salt, fruit, prepared foodstuffs, bags for collecting wool, meat and derivatives and quebracho extract.
This item is hereby included in List No. 3 (40 per cent surcharge).

Tariff No. 3068 – Jute burlap of 633 to 904 grammes/sq. metre only.
This item is hereby included in List No. 3 (40 per cent surcharge).

Tariff No. 3068 – Jute burlap of 137 to 366 grammes/sq. metre, with the exception of burlap destined for the uses mentioned in Article 2 above.
This item is hereby included in List No. 4 (100 per cent surcharge).

Tariff No. 4254 *bis* – Acetic anhydride, only.
This item is hereby removed from List No. 2 (20 per cent surcharge).

Tariff No. 4254 *bis* – Acetic anhydride, only.
This item is hereby included in List No. 4 (100 per cent surcharge).

Tariff No. 4254 *bis* – Acetic anhydride for the manufacture of pharmaceutical products and monochloroacetic acid and trichloroacetic acid, only, with proof of destination.
This item is inluded in List No. 2 (20 per cent surcharge).

Decree No. 1163

Tariff No. 1799/802 – Double action tea leaf curlers, of up to 910 mm diameter inside pan.
This item is hereby included in List No. 6 'A' (100 per cent surcharge).

Tariff No. 1799/802 – Jet propelled transporters, excluding those whose jet is over 20 m in length and 8 m in height.
This item is hereby included in List No. 6 'A' (100 per cent. surcharge).

Decree No. 1165

Tariff No. 1799/802 – Casein milling machines. This item in List No. 6 'B' (150 per cent surcharge) is modified to read:
'Casein milling machines, excluding those with micropressure rotating discs.'

Tariff 1799/802 – Evaporators, excluding the vacuum pre-concentrated of one or more stages. The text of this item is hereby modified to read as follows:
'Evaporators, excluding the vacuum centrifugal and the vacuum pre-concentrated of one or more stages.'

Import of Agricultural and Forestry Machinery

THE *Board of Trade Journal* of September 30, 1960 (page 778), reported Argentine Decree No. 9789 of August 19, 1960, allowing the import free of surcharge, until August 31, 1962, of machinery for agriculture and forestry for use as models for local manufacture.

The validity of that Decree is extended now until August 31, 1964, by Decree No. 1166 of February 13, 1963, and the same concessions are given for prototype machinery imported between September 1, 1962, and the date of the new Decree.

Increase in Import Surcharges

ARGENTINE GOVERNMENT Decree No. 1553 of February 28, 1963, establishes the following surcharges in addition to those established by Decree No. 5439/59 (see *Board of Trade Journal* of May 29, 1959, page 1278).

List No. 3 (40 per cent. surcharge). Additional 6 per cent.
List No. 4 (100 per cent. surcharge). Additional 15 per cent.
List No. 5 (150 per cent. surcharge). Additional 22 per cent.
List No. 6 (40 per cent. surcharge). Additional 6 per cent.
List No. 6-A (100 per cent. surcharge). Additional 15 per cent.
List No. 6-B (150 per cent. surcharge). Additional 22 per cent.
List No. 6-C (40 per cent. surcharge). Additional 6 per cent.
List No. 7 (200 per cent. surcharge). Additional 30 per cent.
List No. 8 (80 per cent. surcharge). Additional 12 per cent.

The surcharges are being levied as a temporary measure for balance of payments reasons and also to help reduce the National budget deficit, and will apply to merchandise cleared through Customs before July 1, 1964, with the exception of merchandise:

(a) In an Argentine Port or afloat destined to an Argentine Port on the date of the decree.

(b) Covered by an irrevocable letter of credit opened in local authorized institutions prior to the date of the present decree, in force at the time of shipment and which are cleared through Customs before June 1, 1963.

(c) Imported from members of the Latin American Free Trade Association.

PERU

Removal of Import Duty Surcharges

PERUVIAN SUPREME DECREE No. 2 of February 26 removes some of the surcharges which were applied to a wide range of specific import duties in May 1958 by Peruvian Law 12995. As a result of these amendments the following items of the Peruvian Customs Tariff will no longer be subject to the payment of such surcharges:

17	23	50	62	63	68	97	106
107	108	143	150	152	153	161	169
187	188	189	208	214	240	241	242
288	345	346	348	355	375	376	377
381	382	385	386	399	400	409	410
423	443	459	464	468	479	480	483
487	489	502	508	519	520	521	523
524	530	537	555	592	615	624A	647
672	687	707	710A	718	721	733	742
753	757	758	766	774	774A	775	791
792	798	801	802	809	811	813	814
815	853	881	894	895	897	899	913
914	916A	917	922	923	924	929	930
934	989	990	991	993	995	1000	1002
1054	1056	1074	1078	1080	1085	1086	1093
1094	1109	1139	1147	1151	1151A	1166	1248
1249	1250	1260	1296	1661	1690	1709	2091
2092	2096	2097	2107	2120	2121	2131	2149
2156	2173	2208	2211	2225	2234	2279	2283
2289	2344	2345	2346	2361	2363	2370	2372
2379A	2398	2406	2407	2409	2411	2423	2424
2429	2432	2453	2467	2595	2597	2598	2607
2608	2681	2742	2759	2761	2762	2767	2768
2769	2770	2771	2772	2774	2775	2776	2778
2779	2781	2794A	2800	2802	2827	2828	2829
2830	2840	2842	2843	2844	2845	2846	2847
2850	2851	2852	2853	2855	2856	2857	2858
2859	2864	2865	2866	2867	2883	2885	2886A
2888	2920	2921	2922	2936	2940	2941	2942
2943	2957	2976	3042	3054	3055	3112	3121
3122	3124	3126	3127	3131	3136	3149	3455
3487	3488						

For previous information see *Board of Trade Journals* of June 17, 1960, December 16, 1960, October 27, 1961, and November 10, 1961.

Expert aid for **EXPORT** trade

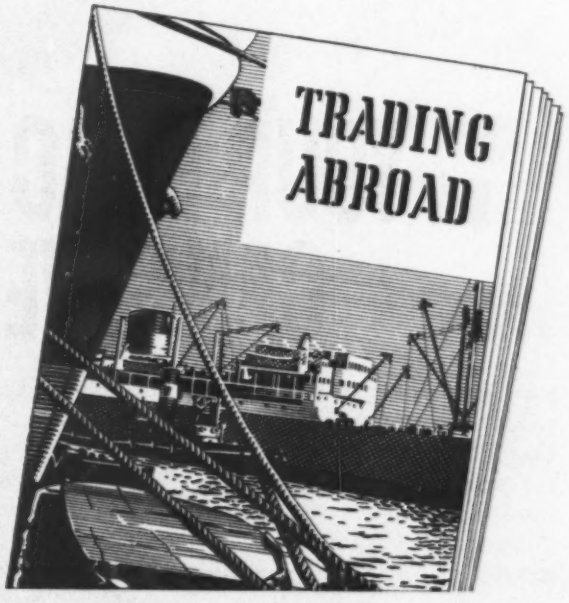
The entire organization of the Midland Bank is available to give the fullest co-operation in the Government's drive for further exports. At the Overseas Branch in London the **FOREIGN TRADE PROMOTION DEPARTMENT** is equipped to give practical assistance to businessmen making new efforts to extend their export trade.

Some of the services which the Department is happy to provide are:

1. Information on markets and conditions of trading in countries overseas;
2. Advice on methods of payment, foreign exchange, credit insurance, etc.;
3. Obtaining the names of buyers or agents abroad interested in British exports;
4. Personal visits to manufacturers and traders for discussions on export trade problems.

In addition the Bank has its own team of specialists to assist British businessmen on questions arising from the Common Market and the European Free Trade Association.

A booklet called **TRADING ABROAD** deals with many of the problems confronting those engaged in foreign trade. These services are not confined to customers, and are readily available through any of the many branches of the Bank throughout England and Wales.



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MEXICO

Import Licensing

BY DECREES published in the Mexican *Diario Oficial* on, and effective from, the dates stated, the following goods were made subject to prior import licence:

Tariff No.	Description
Published on February 22, 1963.	
715.08.39	Common metal apparatus, without movement, constituted by a closed receptacle which has inside it a fagot of tubes and at each end connections for the entry and expulsion of liquid vapour or gases, cold or hot, not generated in them, commercially known as heat interchangers, used by various industries.
Published on March 1, 1963.	
083.00.04	Cloves.
083.00.13	Pepper in the grain.
220.00.09	Raw rubber, solid, n.s.m.
500.30.28	Sodium sulphide.
501.28.13	Black smoke considered as such, when it contains up to 3% of ashes.
513.00.06	Colouring matters in the solid state, used in rubber factories with a basis of rubber and of organic or mineral colours.
550.00.99	Chemical fertilizers of mineral origin, of any degree of purity, n.s.m.
655.04.08	Translucent plane glass of uniform grey or green colour of a thickness of 3 to 6 mm. used to diminsih the intensity of light or the heat of the sun, provided it be proved that they are to be used in building and that in each instance a catalogue or brochure referring to the invoiced glass be joined to the customs declaration.
655.04.09	Plane glass or crystal, with thickness of 1 cm., when it is verified before the Ministry of Finance, which is used in the manufacture of mirrors.
730.02.09	Electric motors of any weight, if it is proved to the General Directorate of Customs that they possess such characteristics as to make it possible to replace them by motors manufactured in the country.

The restriction on goods under heading No. 220.00.09 includes the Free Zones and Perimeters of Mexico.

ST. PIERRE AND MIQUELON

Tariff Modifications on Some Food and Soft Drinks

THE FRENCH *Journal Officiel* of March 10, 1963, published the following amendments to the Customs Tariff of St. Pierre and Miquelon:

Tariff No.	Description	Rate of Duty
		%
19-08	Pastry, biscuits, cakes and other fine bakers' wares, whether or not containing cocoa in any proportion . . .	5 (1)
21-07	Food preparations not elsewhere specified or included . .	6 (2)
22-02	Lemonade, flavoured spa waters and flavoured aerated waters and other non-alcoholic beverages, not including fruit and vegetable juices falling within heading No. 20-07 . . .	5 (3)

(1) Rate provisionally set at 10 per cent. for pastries and fine bakers' wares (with the exception of rusks).
(2) Rate provisionally set at 12 per cent. for ice-cream.
(3) Rate provisionally set at 10 per cent.

The French text of this notice may be seen at the Export Services Branch, Board of Trade, Room E.38, Hillgate House, 35 Old Bailey, London, E.C.4.

CANADA

'Made in Canada' Rulings

THE FOLLOWING rulings have been made for Customs purposes:

'Of a class or kind not made in Canada':
All rolled steel sheet piling sections.
(Ruling effective March 13, 1963).

'Of a class or kind made in Canada':
Signal Horns, operated by air or gas and designed for permanent installation.
(Ruling effective April 15, 1963).

The above information is contained in Canadian Department of National Revenue Memoranda Series D51-2 and D51-17-1 dated March 13, 1963.

VENEZUELA

Customs Tariff

BY A RESOLUTION issued by the Venezuelan Ministry of Finance, published in the *Official Gazette* of February 15 and effective from the same date, the Customs Tariff has been amended as follows:

Item No.	Description	Duty
		(in Bs.)
716-11-01	Sewing machines (except those used in bookbinding), and needles therefor:	
716-11-01-9	Sewing machines:	
	(D) without furniture, totally dismounted	0·001

SINGAPORE

Import Licensing Regulations

THE BOARD OF TRADE JOURNAL of January 18, 1963, page 161, reported the imposition of import restrictions on specified goods, including talcum powder, by the Singapore Government. The Board of Trade have now been informed by cable that with effect from March 13, 1963 the importation of talcum powder for the sole purpose of **industrial use** is no longer subject to quantitative restrictions, although specific import licences will continue to be required

Such licences will be issued only to applicants who satisfy the Controller that the talcum powder is to be used for the purpose of rubber packing or in the manufacture of a specific product. Talcum powder imported for the purpose of re-packing into smaller containers is still subject to quota restrictions.

Pioneer Industries Ordinance

THE BOARD OF TRADE have been informed that the Singapore Government have declared the following to be Pioneer Industries and Pioneer Products under the Pioneer Industries (Relief from Income Tax) Ordinance, 1959:

Industry	Products
(A) Recovery of iron and non-ferrous metals from waste metal sources.	(i) Detinned Scrap iron. (ii) Recovered tin.
(B) Hygienic rubber goods manufacture.	Latex Prophylactics.
(C) Manufacture of continuous welded steel tubes and pipes.	(i) Steel tube, black or galvanized from ¼″ to 5″ internal diameter inclusive. (ii) Steel pipe, black, galvanized or lined and wrapped 5″ to 20″ internal diameter inclusive.
(D) Food preparation.	Sterilized reconstituted milk.

A preliminary notice of the intention of the Singapore Government to designate (A)–(C) appeared in the *Board of Trade Journal* of November 16, 1962, page 1031. A similar notice about (D) appeared in the *Board of Trade Journal* of January 25, 1963, page 228.

Further inquiries about the Pioneer Industries legislation may be made to the Commercial Relations and Export Department, Board of Trade, Horse Guards Avenue, London, S.W1 (Tel. Trafalgar 8855, Ext. 2317) quoting reference C.R.E. 6197/2G.

World Trade in Minerals

Statistical Summary of the Mineral Industry, World Production, Exports and Imports, 1956-1961, prepared by the Statistical Section of the Mineral Resources Division of Overseas Geological Surveys, has been published by H.M. Stationery Office. Price 27s. 6d.

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PHILIPPINES

Tariff Changes

BY A PRESIDENTIAL Executive Order the following amendments were made to the Philippine tariff which came into effect on February 25. Additions to the text are in italics; square brackets indicate deletions.

Heading Number	Description of Articles	New Rate of Duty	Old Rate of Duty
04.03	Butter:		
	A. Butterfat (including raw butter) *ad val.*	15%	15%
	B. Other . . . . *ad val.*	70%	50%
	or n.w., Kg.	P2·60	
11.02	Cereal groats and cereal meal; other worked cereal grains (e.g., rolled or flaked, with or without heat-treatment, polished, pearled or crushed, or enriched by vitamins or minerals but not further prepared), except husked, glazed, polished or broken rice; edible germ of cereals:		
	A. Oat groats . . . g.w., 100 *kgs.*	P15·00	P30·00
	B. Other . . . . g.w., 100 *kgs.*	P30·00	P30·00
12.01	Oil seeds and oleaginous fruit, whole or broken:		
	A. Copra . . . . g.w., 100 kgs.	P50·00	P50·00
	B. Groundnuts (e.g., peanuts) g.w., 100 kgs.	P50·00	P50·00
	C. Soybeans . . . g.w., 100 *kgs.*	P25·00	P50·00
	D. Other . . . . g.w., 100 kgs.	P50·00	P50·00
12.07	Plants and parts of plants, seeds and fruits, being articles of a kind used primarily in perfumery, in pharmacy or for insecticidal, fungicidal and similar purposes, fresh or dried, whole, crushed, ground or powdered:		
	A. Pyrethrum . . . *ad val.*	20%	40%
	B. Other . . . . *ad val.*	40%	40%
19.07	Bread, ship's biscuits and other ordinary bakers' products, not containing sugar, honey, eggs, fats, cheese or fruit g.w., 100 kgs.	P60·00	P30·00
19.08	Pastry, biscuits, cakes and other fine bakers' products, whether or not containing cocoa in any proportion . g.w., 100 kgs.	P80·00	P40·00
29.23	Single or complex oxygen-function amino-compounds:		
	A. Monosodium Glutamate . . *n.w., kg.*	P3·00	
	or ad val.	50%	10%
	B. Other . . . . *ad val.*	10%	10%
35.03	Gelatin (including gelatin in rectangles, whether or not coloured or surface-worked) and gelatin derivatives; glues derived from bones, hides, nerves, tendons, or similar products, and fish glues; isinglass:		
	A. Animal glue . . . *ad val.*	30%	15%
	B. Other . . . . *ad val.*	15%	15%
48.07	Coated (including surface-coloured decorated or printed) or impregnated paper and paper board in rolls or sheets, not being printed matter falling within Chapter 49:		
	A. Carbon paper . . . *ad val.*	30%	30%
	B. Stencil sheets . . . *ad val.*	50%	30%
	C. Other . . . . *ad val.*	25%	25%
48·14	Writing blocks, envelopes, letter cards, plain postcards, correspondence cards; boxes, pouches, wallets and writing compendiums of paper or paperboard containing an assortment of paper stationery *ad val.*	65%	50%
48.15	Other paper and paperboard, cut to size or shape:		
	A. Paper:		
	1. Cigarette paper of 15 cm. or less in width but not cut to cigarette size *ad val.*	30%	30%
	2. Gummed tape not printed *ad val.*	25%	25%
	3. *Bond paper and onion skin paper* *ad val.*	65%	45%
	4. *Toilet paper, in rolls, packets or otherwise cut up* . . *ad val.*	65%	45%
	5. Other . . . . *ad val.*	45%	45%
48.17	Box files and storage boxes, of paper or paperboard, of a kind commonly used in offices, shops and the like . . *ad val.*	55%	40%
48.18	Registers, exercise books, note books, memorandum blocks, order books, receipt books, diaries, blotting pads, binders (looseleaf or other), file covers and other stationery of paper or paperboard; sample and other albums and book covers, of paper or paperboard . . . . *ad val.*	65%	50%
48.21	Other articles of paper pulp, paper, paperboard, or cellulose wadding:		
	A. Serviettes . . . . *ad val.*	65%	50%
	B. Other . . . . *ad val.*	50%	50%
51.01	Yarn of continuous synthetic or artificial textiles, not put up for retail sale:		
	A. Filament tow . . . . *ad val.*	15%	30%
	B. Other . . . . *ad val.*	30%	30%
73.10	Bars and rods (including wire rod) of iron or steel, hot-rolled, forged or cold-finished (including precision-made); hollow mining drill steel:		
	A. Hollow mining drill steel . *ad val.*	10%	10%
	B. Hot rolled concrete or reinforcing bars of which the cross-sectional dimension is not less than 6·3 millimetres nor more than 31·6 millimetres . . g.w., 100 kgs.	P6·50	P6·50
	or ad val.	35%	35%
	C. Wire rods (excluding wire rods for manufacture into welding electrode when imported directly by welding rod manufacturers) . . *ad val.*	40%	15%
	D. Other . . . . *ad val.*	15%	15%
73.14	*Iron or steel wire, single strand, whether or not coated, but not insulated:*		
	A. Not coated . . . . *ad val.*	75%	
	or g.w., 100 kgs.	P16·00	
	B. Other:		
	1. *Nailwire* . . . . *ad val.*	75%	
	or g.w., 100 kgs.	P16·00	
	2. *Other* . . . . *ad val.*	15%	
73.14	[Iron or steel wire, single strand, with:		
	A. Cross-sectional dimension of 5·5 mm. to 6·5 mm. . . . *ad val.*		10%
	B. Cross-sectional dimension of 1·65 mm. to 5·49 mm. . . . *ad val.*		75%
	or g.w., 100 kgs.		P16·00
	C. Other. . . . . *ad val.*		15%
	D. Coated but not insulated . *ad val.*		15%]
73.31	Nails, tacks, staples, hook nails, cramps, studs, spikes and drawing pins, of iron or steel (other than copper-headed nails):		
	A. Common wire or finishing nails 2·54 centimetres or more in length *ad val.*	50%	50%
	B. Staple wire for paper fastening *ad val.*	55%	55%
	C. Railroad track spikes . . *ad val.*	75%	20%
	D. Other . . . . *ad val.*	20%	20%
73.34	Pins (excluding hatpins and other ornamental pins and drawing pins), hairpins, hairclips and curling grips, of iron or steel:		
	A. Bobby hairpins . . . *ad val.*	75%	15%
	B. Other . . . . *ad val.*	15%	15%
82.14	Spoons, forks, fish knives, butter knives, ladles, and similar kitchen or tableware:		
	A. Gold or silver plated . . *ad val.*	25%	25%
	B. Spoons, forks, teaspoons and knives, of stainless steel . . . *gross*	P10·00	
	or *ad val.*	50%	20%
	C. Other. . . . . *ad val.*	20%	20%
83.02	Base metal fittings and mountings of a kind suitable for furniture, doors, windows, blinds, coachwork, saddlery, trunks, and the like (including automatic door closers); base metal hatracks, hat pegs, brackets and the like:		
	A. Racks and pegs and similar supports for hats, clothes, towels and dish cloths *ad val.*	40%	40%
	B. Butt hinges up to size 4 inch . *ad val.*	75%	15%
	B. Butt hinges up to 4 inch by 4 inch ad val.	75%	15%
	C. Other. . . . . *ad val.*	15%	15%
84.15	Refrigerators and refrigerating equipment, (electric and other):		
	A. Household refrigerators, freezers, and beverage coolers:		
	(i) Compression type:		
	(a) Up to 12 cu. ft. . *ad val.*	150%	150%
	(b) Other . . . *ad val.*	120%	120%
	(ii) Absorption type . *ad val.*	80%	40%
	(iii) Parts and accessories:		
	(a) Bodies or shells, doors, food compartments, liners, back and bottom plate assemblies *ad val.*	100%	100%
	(b) Other . . . *ad val.*	10%	10%
	B. Other . . . . *ad val.*	20%	20%
84.20	Weighing machinery (excluding balances of a sensitivity of five centigrams or better), including weight-operated counting and checking machines; weights therefor:		
	A. Platform scale (excluding dial automatic type and no loose weight steel yard type):		
	1. 500 and 1,000 kilogram capacity *ad val.*	30%	15%
	2. Parts and accessories:		
	(a) Graduated beam assembly, steel knife edges, steel knife edge receivers and standard weights ad val.	15%	15%
	(b) Other . . . ad val.	30%	15%
	B. Counter scale (excluding dial automatic type and no loose weight steel yard type):		
	1. 10 kilogram capacity . ad val.	30%	15%
	2. Parts and accessories:		
	(a) Graduated beam assembly, steel knife edges, steel knife edge receivers and standard weights ad val.	15%	15%
	(b) Other . . . ad val.	30%	15%
	C. Other . . . . *ad val.*	15%	15%
84.23	Earth excavating, levelling, boring and extracting machinery, stationary or mobile (e.g., mechanical shovels, coal cutters, excavators, scrapers, levelers, bulldozers); pile drivers; snow ploughs, not self-propelled (including snow plough attachments):		
	A. Rooter, ripper and bucket teeth for earth excavating, levelling and extracting machinery . . . . *ad val.*	25%	10%
	B. Other . . . . *ad val.*	10%	10%

Philippines (*Continued*)

Heading Number	Description of Articles	New Rate of Duty	Old Rate of Duty
85.01	*Electric generators, motors, transformers, converters (rotary or static), rectifiers, inductors, reactors, frequency transformers and similar machinery and apparatus, other than those falling within heading No. 85.08, 85.09, or 85.21:*		
	A. Electrical transformers, transformers for radio electronic amplifiers and television sets up to 5 kilovolt amperes; fluorescent ballasts . . . . ad val.	100%	
	B. A.c. induction squirrel cage type motors (open, semi-protected, protected or drip-proof, horizontal shaft with fractional and integral ratings up to 5 h.p.; splash proof or totally enclosed fan-cooled, 1,200 to 3,600 r.p.m. with fractional and integral ratings from 1/6 h.p. to 30 h.p.), 110 to 440 volts, 2 to 6 poles, single-phase or 3-phase, 60 cycle, except motors having frames normally integral with other types of machinery; radio and television coils . . . . . ad val.	20%	
	C. Other . . . . . ad val.	10%	
85.01	[Electric generators, motor transformers, converters (rotary or static), rectifiers, inductors, reactors, frequency transformers and similar machinery and apparatus, other than those falling within heading No. 85.08, 85.09 or 85.21:		
	A. Electrical transformers, transformers for radio electronic amplifiers, and television sets, up to 5 kilovolt amperes; electric lamp ballasts for pre-heat and rapid starts fluorescent lamps, germinicidal lamps and black light fluorescent lamps, up to 40 watts rating for operation on any voltage up to 290 volts, 60 cycles ad val.		100%
	B. A.c. induction motors (open, semi-protected, protected or drip-proof) 110 to 440 volts, 2 to 6 poles, single-phase or 3-phase, 60-cycle, horizontal shaft, squirrel cage type, with fractional and integral ratings up to 5 h.p., except motors having frames normally integral with other types of machinery, radio and television coils . . ad val.		20%
	C. Other . . . . . ad val.		10%]
85.06	Electromechanical domestic appliances, with self-contained electric motor:		
	A. Electric floor polishers, up to 16 inches brush diameter, 110 or 220 volts ad val.	40%	25%
	B. Other . . . . . ad val.	25%	25%

Heading Number	Description of Article	New Rate of Duty	Old Rate of Duty
87.10	Cycles (including delivery tricycles), not motorized . . . . . ad val.	80%	40%
90.29	Parts and accessories of instruments or apparatus falling within headings numbered 90.24, 90.26, 90.27 and 90.28:		
	A. Parts for water meters, sizes ¾ in. by ½ in. ¾ in. and 1 in. . . . . ad val.	40%	10%
	B. Other . . . . . ad val.	10%	10%
97.01	Wheeled toys designed to be ridden by children (e.g., toy bicycles, tricycles, scooters and pedal motor cars); dolls' prams and dolls' push chairs:		
	A. Children's tricycles . . . ad val.	80%	50%
	B. Other . . . . . ad val.	50%	50%
98.15	Vacuum flasks and other vacuum vessels, complete with cases; parts thereof, other than glass inners:		
	A. Complete vessels with or without cups and stoppers, of a capacity of 5pints or less dozen	P9·00	
	or ad val.	40%	20%
	B. Other . . . . . ad val.	20%	20%

Inquiries about this notice should be addressed to the Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 459).

AUSTRALIA

Special Advisory Authority Inquiry Result

A NOTICE was published in the *Board of Trade Journal* on February 22, 1963 (pages 480/481) to the effect a reference had been made to the Australian Special Advisory Authority in respect of transmission, conveyor or elevator belts or belting not including belts or belting wholly of rubber (Tariff Items 332 (B) (6) and 483 (A)).

The inquiry has now been held, and as a result of the Special Advisory Authority's recommendations a temporary duty of 20 per cent. *ad valorem* has been imposed on conveyor and elevator belts or belting. This new duty does not apply to goods in transit on, or before, February 8, 1963. Further details will be published as soon as possible.

ADVERTISEMENT INQUIRIES FOR THE JOURNAL

Inquiries from the London Postal Area concerning the insertion of advertisements in the *Board of Trade Journal* should be addressed to **H.M. Stationery Office, Room D.84, Atlantic House, Holborn Viaduct, London, E.C.1 (City 9876, Ext. 147).**

Inquiries from other parts of the United Kingdom should be addressed to **Cowlishaw & Lawrence (Advertising) Ltd., Memorial Hall Bldgs., 16 Farringdon Street, London, E.C.3 (City 3718).**

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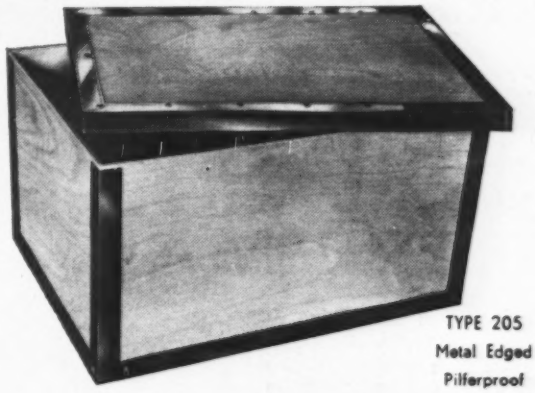

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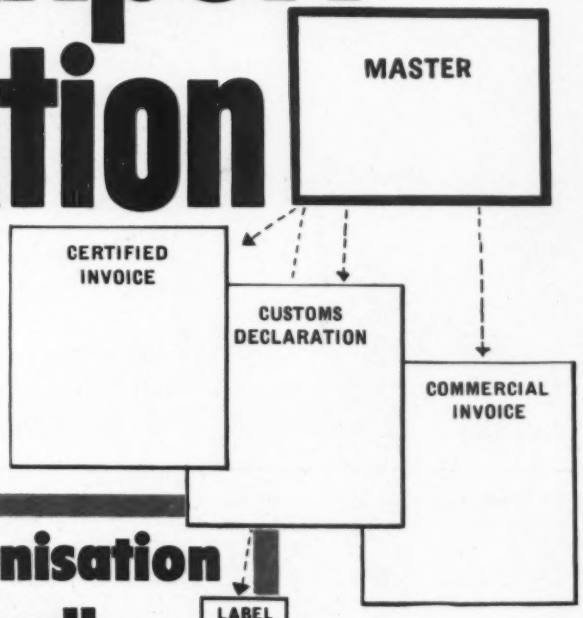

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